R. 2026

2026

WE ARE A TEAM OF DESIGNERS WITH MULTI-DISCIPLINARY FIELDS FROM VISUAL IDENTITY, GRAPHIC DESIGN, PACKAGING TO EXPERIENCE DESIGN AND LIGHTING ART INSTALLATION. ALWAYS DOING OUR BEST AS OUR WORK AND PLAY IS COMBINED. WE'D LOVE TO HEAR ABOUT YOUR STORIES AND BUSINESSES. LET'S EXPLORE DESIGN SOLTUIONS AND OPPORTUNITIES, TOGETHER.

ROUND & NINE

BRANDING & EXPERIENCE DESIGN

Design consultant service
in branding and experience
design.Bangkok, Thailand.

47 Soi Nakniwat 37 rd.
Nakniwat Rd, Ladprao,
Bangkok Thailand 10230

Call : (+66)65.635.9453
Mail : contact@roundandnine.com

OUR CLIENTS

AIS
KING POWER
SINGHA
SPRINKLE
DRINKING WATER
SCG
eic
ENTERTAINMENT INNOVATION CENTER
Seara
TURF & GARDEN
KING POWER
CLICK
REMBRANDT
HOTEL & TOWERS
BANGKOK
MEMBER OF WARWICK HOTELS
GREEK YOGURT
LYKKE
AUTHENTIC RECIPE
MARINO
DESIGN
LIVING CENTER
THE
EQUITY
INITIATIVE
PHYSIQUE
57
NYE
ESTATE
EMPEROR
CIPU
OCCURA

ROUND AND NINE

Round & Nine Co., Ltd. was established in 2013. As of 2026, the company has been operating for over 13 years. The company provides specialized design services such as logo design, graphic design, and brand image development. It is located in Bangkok.

บริษัท ราวด์ แอนด์ ไนน์ จำกัด ก่อตั้งขึ้นเมื่อปี พ.ศ. 2556 โดยเมื่อนับจนถึงปัจจุบัน (พ.ศ. 2569) บริษัทได้ดำเนินกิจการมาแล้วเป็นเวลามากกว่า 13 ปี ทั้งนี้บริษัทประกอบธุรกิจให้บริการด้านการออกแบบเฉพาะด้าน เช่น โลโก้ กราฟิกดีไซน์ และภาพลักษณ์แบรนด์ ตั้งอยู่ในกรุงเทพมหานคร

AWARDS

THE ASEAN ARCHITECT LOGO
2nd Place, Thailand
1 st Place, Asia

RECOGNITION 2014
REBRAND 100 GLOBAL AWARDS

SELECTED ARTISTS
@ YOKOHAMA, JAPAN

Hiiibrand Awards (2013)
Merit Awards : Corporate Identity

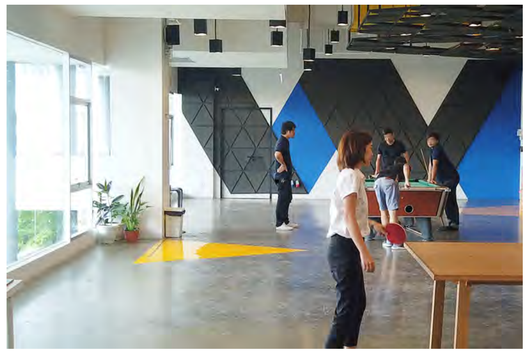
Design Excellence 20Th
Annual Communicator Awards (2014)
Print & Design : Corporate Identity Design

Silver Winner IDA International Design Awards (2013)
Professional Print : Corporate Identity

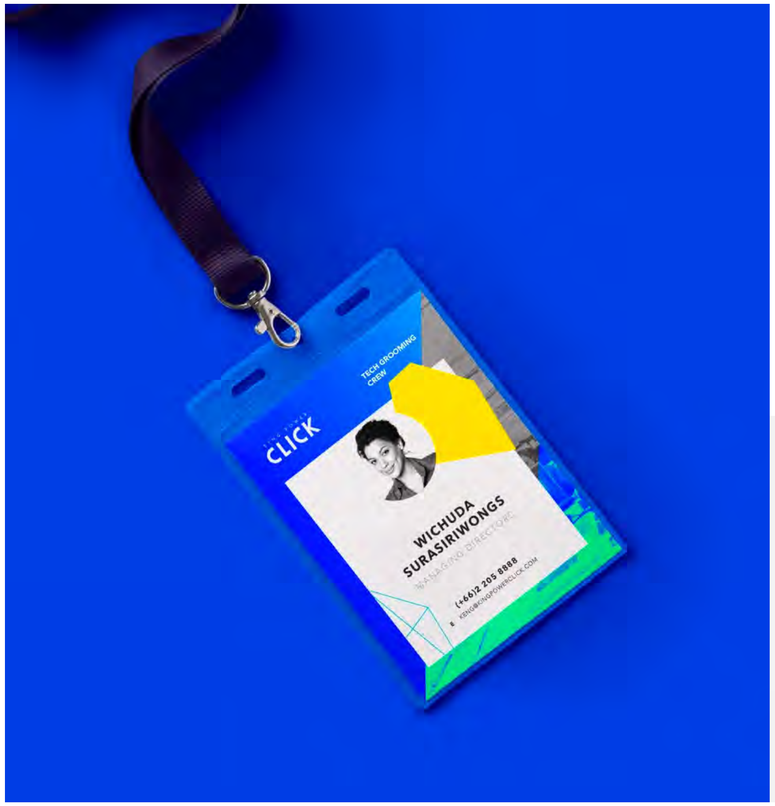
BRAND IDENTITY

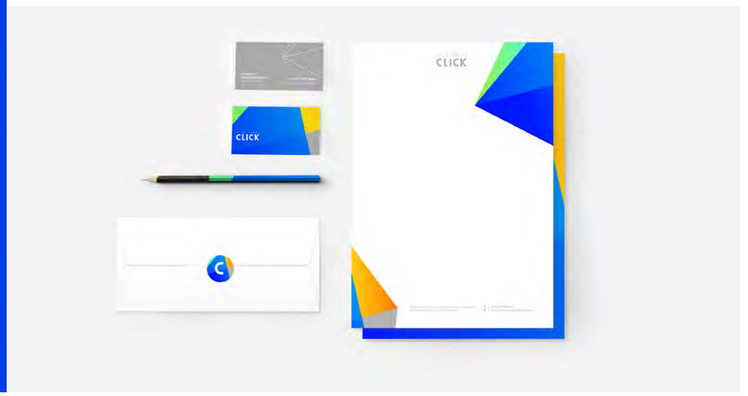
KING POWER

CLICK




KING POWER
CLICK





KING POWER CLICK

The youngest extension business unit from KING POWER Corporation with specialty in innovation and online start-up markets. As the new generation of staff and members whose vision is big and limitless, we created their identity as a derivation of its mother symbol, the star above the crown, and rotate it in 3-dimensional axis. Using the main corporate color of Blue and Yellow like its parent brand with additional greenish touch for a bright and lively personality.


MARINO DESIGN
54 Sukhumvit Soi
Sukhumvit Road, Kwa
Khet Wattana, Bangkok 10
MARINO DESIGN
B5
125 x 176 MM
Creating spaces that bring warmth
and joy into everyday cooking and
living Creating space for family and
friends


MARINO DESIGN
RECRE
ATIONAL
CUSTOM FURNITURE SOLUTION
TAILORED EXCELLENCE
FOR YOUR MOMENTS

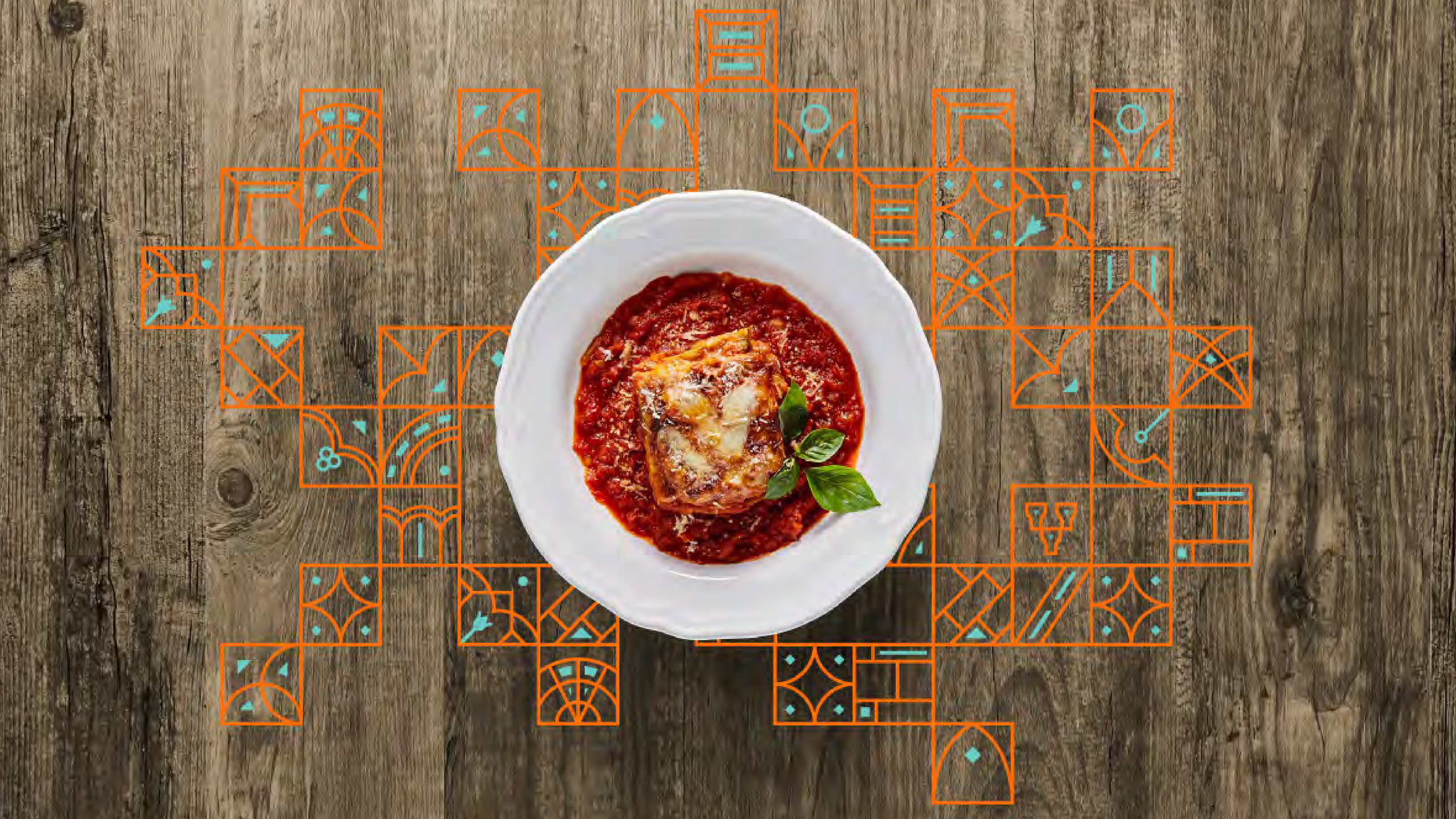

Touch

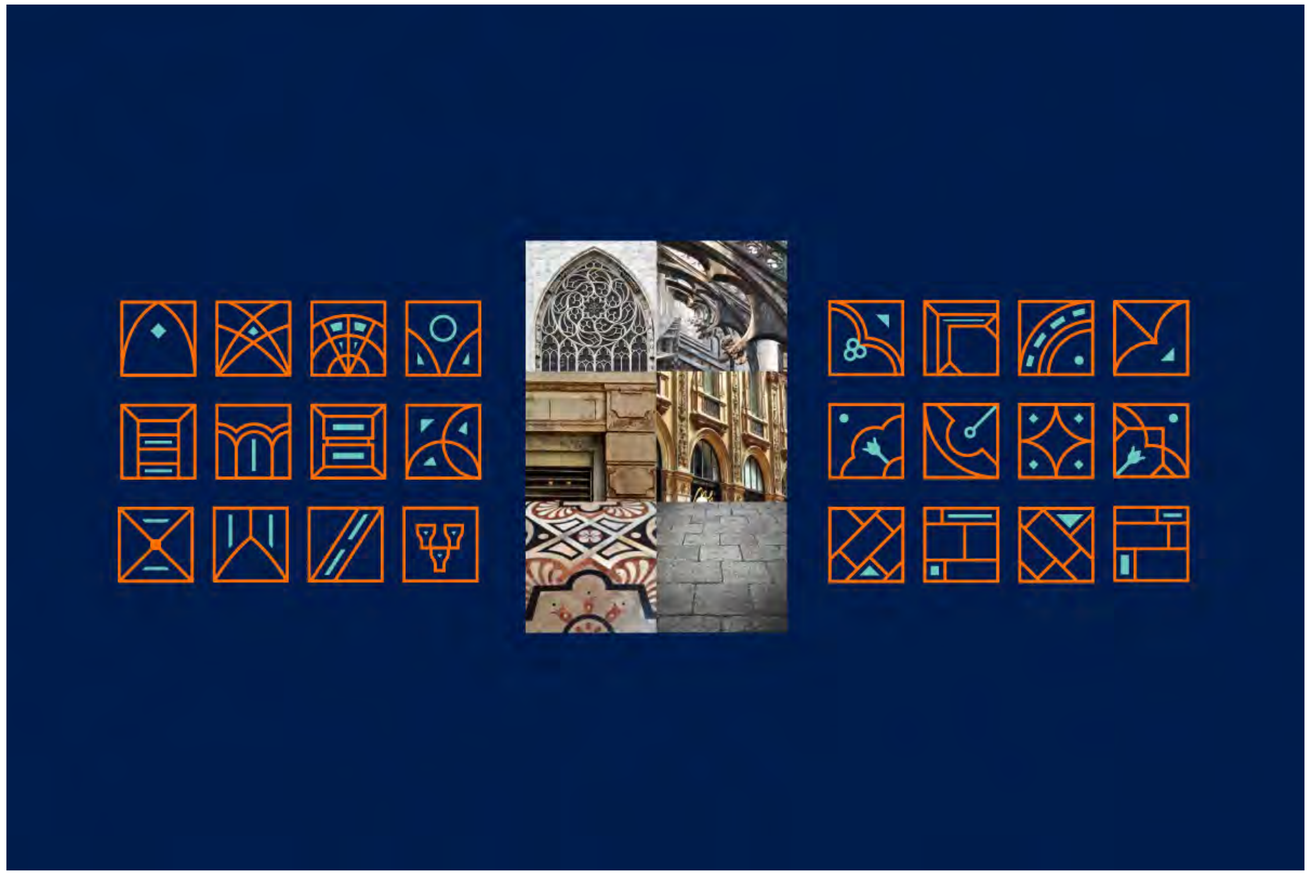

MIDNIGHT
Black
CUSTOM FURNITURE SOLUTION
TAILORED EXCELLENCE
FOR YOUR MOMENTS


Glamorous
FOR EXCLUSIVE EXPERIENCES


Interview
DESIGNER TALKS
Even though you may not recognize every name, brand, or product in a candidate's answer, that's okay. You're looking for a team member with a passion and an open mind. Great designers are constantly inspired by and learning from the work of others.


MARINO
DESIGN
RECRE
ATIONAL
www.marinodesign.co





NUVOLA

Contemporary style integrated with traditional Italian culture. Serious and Sophisticated about our cuisine yet smartly playful about the atmosphere and service. Warm-heartedly welcomes anyone, anytime to any section of the place as everywhere is part of the home.

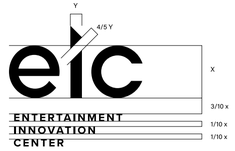

eic
ENTERTAINMENT
INNOVATION
CENTER

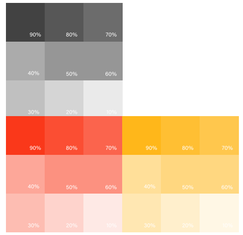
45 / 45 / 45

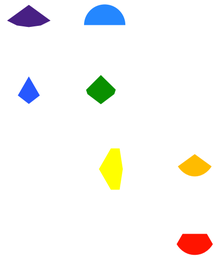
255 / 255 / 255

250 / 50 / 0

250 / 145 / 0





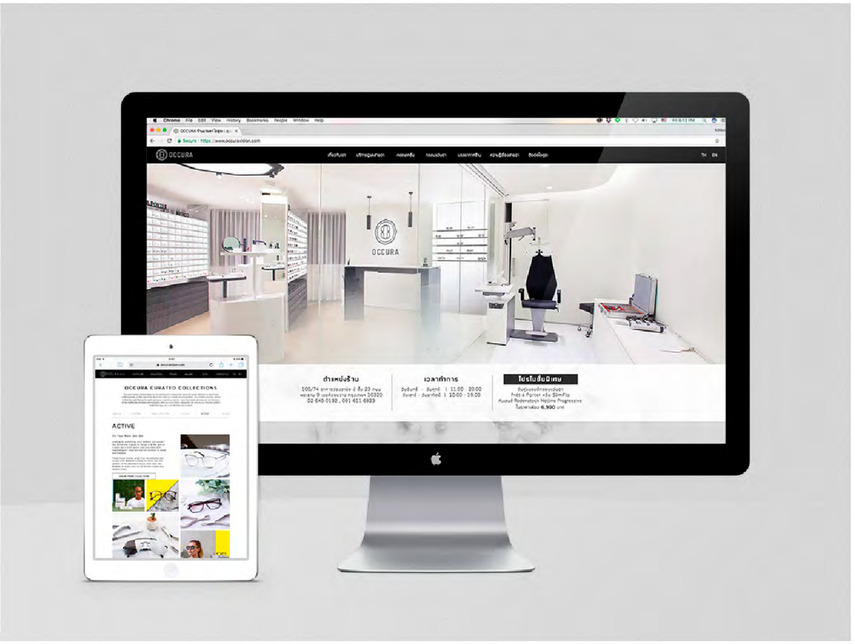


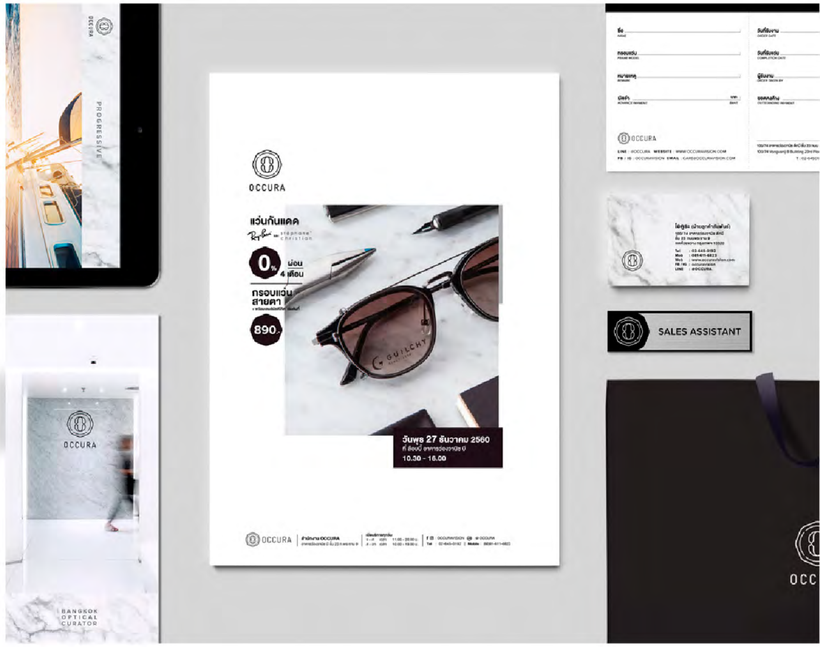
BRAND IDENTITY DESIGN

EIC

EIC offers a Master of Science (M.S.) Degree in Entertainment Innovation for specialization across all mediums in arts and technology. Using shapes of connection to create new form which represent creativities and innovation.


OCCURA





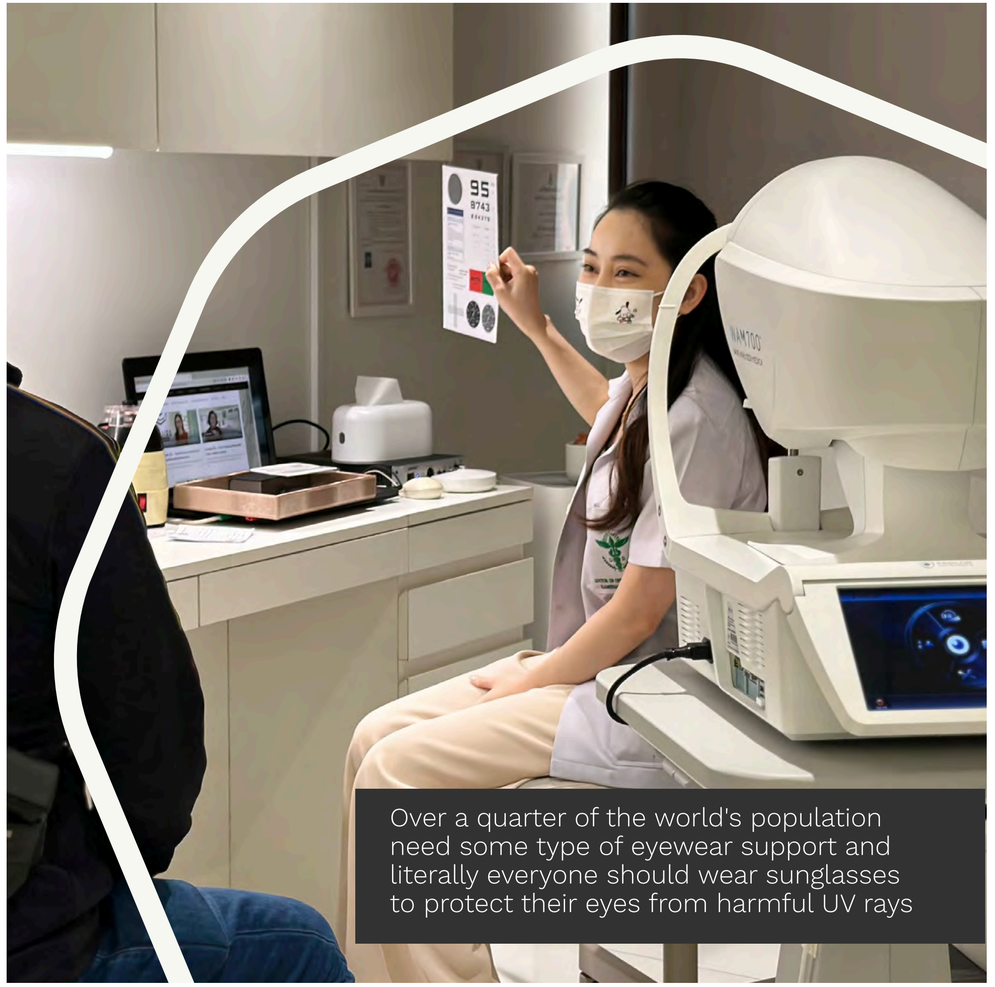
OCCURA

OCCURA's name came from the combination of “Occuli” and “Cura” which mean “curing of the eye”. The core passion of OCCURA is to ease the customers’ eyesight condition by recommending the optimal eyewear solution for each individual customer according to their unique lifestyle.

The identity is inspired by vesica piscis, the eye shape and the letter "O" as OCCURA requires both art and science to prescribe the aesthetically enhancing frames and correct optometric solution.


Your peripheral vision is what you use to see things in your surroundings
that aren't directly in front of you. And when you're wearing glasses, most of
your peripheral vision is blocked because the lenses are in the way.


SAINT LAURENT
SAINT LAURENT
PARIS



Over a quarter of the world's population need some type of eyewear support and literally everyone should wear sunglasses to protect their eyes from harmful UV rays

SOVA

HOTEL

VERTICAL LOGO

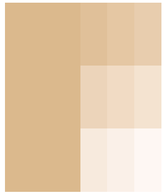
HORIZONTAL LOGO

SOVA KRAM

PMS
PANTONE 541 C
CMYK
100 / 58 / 9 / 46

RGB
0 / 60 / 113
HTML
#003C7

TOA
7349 CITY NIGHT

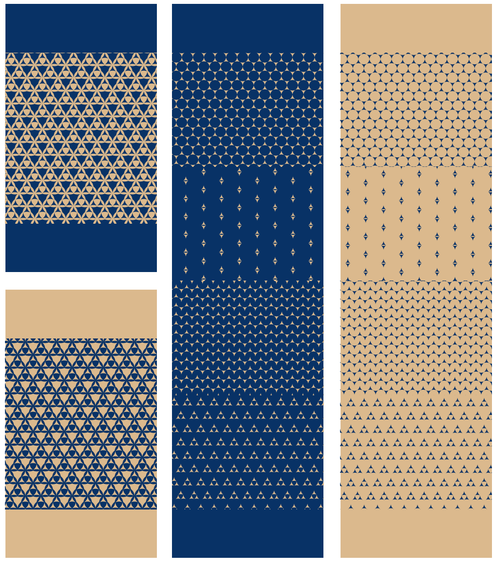


SOVA NUAL

PMS
PANTONE 467 C
CMYK
6 / 15 / 41 / 10

RGB
211 / 188 / 141
HEX
#D3DC8D

TOA
8506 DUSTRY TRAIL



BRANDON GROTESQUE

SEVICES

LOCAL FRIENDS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu

veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse

We would like to just tell you a little bit about ourselves that we are a small family business

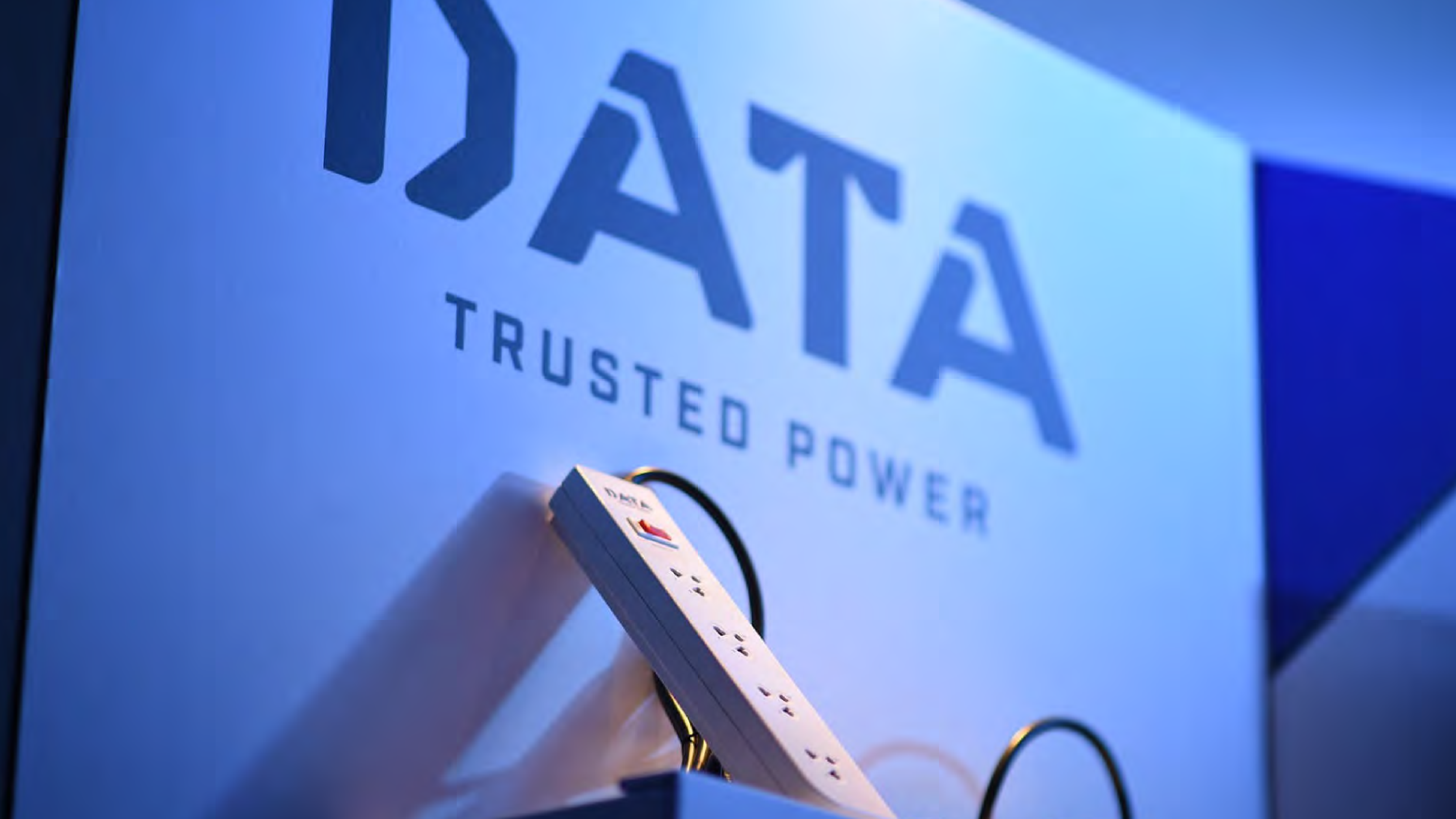
“Pull out Quote. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy”

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh lobortis nisl ut aliquip ex ea commodo

SOVA HOTEL

"The Rest stop at your local friend's" Sova Hotel is a small boutique accommodation located in the middle of Sukhumvit 24. Offering the quality hotel service with a touch of Thai contemporary style. Owned by a family business, they provide friendly service and eager to welcome their friends to stay comfortably and have an enjoyable time in Bangkok.

BRAND & PACKAGING


DATA
TRUSTED POWER

DATA BLUE

PANTONE 2935 C
CMYK 100/70/0/0
RGB 0/91/170
HEX #005BAA

DATA GRAY

PANTONE 5305 C
CMYK 0/0/0/45
RGB 157/159/162
HEX #9D9FA2

DATA

DATA POWER has been well known for their colorful power outlet models that were popular for the lifestyle buyers such as university students. For this product range, the new design uses plastic pouch instead of blister pack for a younger look and emphasizes on the concept of connectivity, as the power outlet is the hub that connects power to electrical devices. Therefore, using dynamic gradient color strips to represent the delivery of power and also connect the branded products together when placed on the shelf. Creating an impactful perspective at the point of purchase and offering new twist of creativity for the electrical power outlet product category.


SINGHA
Light


SINGHA
Light


SINGHA
Light


SINGHA
Light
LIMITED
EDITION


SINGHA
Light


SINGHA
Light

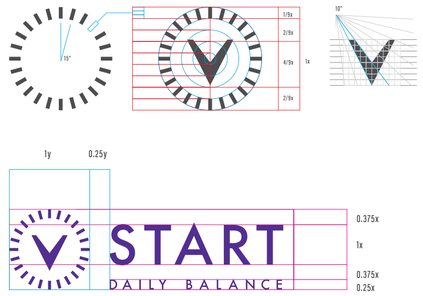

SINGHA
Light


THANK YOU FOR
FLYING TOGETHER
สแกน QR Code เพื่อรับชมวิดีโอ
เอไอเอสขอขอบพระคุณทุกท่านที่เป็นส่วนสำคัญ
ในการส่งต่อบริการจากเอไอเอสสู่คนไทยทั่วประเทศ
ภายใต้แนวคิด DIGITAL FOR THAIS ผลักดันให้ประเทศก้าวไปข้างหน้าอย่างไม่หยุดยั้ง สร้างโอกาส
เปลี่ยนสถานการณ์ให้เป็นบวก นำพาเทคโนโลยีเข้ามาช่วยยกระดับคุณภาพชีวิตของคนไทย
เราจะร่วมมือกันนำเทคโนโลยีดิจิทัลเปลี่ยนสนุกความฟินเกิดขึ้น สร้างนวัตกรรม
และฟื้นความสามารถในการแข่งขันให้กับคนไทย รวมกันสร้างระบบเศรษฐกิจที่ดีขึ้น
อย่างยั่งยืน ให้ประเทศไทยก้าวไปสู่ยุคดิจิทัลอย่างยั่งยืน
AIS
AIS
AIS
AIS
AIS

AIS

AIS would like to send Happy New Year gifts to their business partners and suppliers while also promoting their CSR Sustainability campaign. We created the creative concept, NETWORK OF GREEN, which illustrate the connection and good relationship of AIS with their partners that achieve the success in expanding their network and services. The origami bird symbolize the messenger of good will which spread out both prosperity and connectivity for both partners and clients.


START
DAILY BALANCE
SET DIETARY SUPPLEMENT PRODUCT
เซต ผลิตภัณฑ์เสริมอาหาร
SET
ANCHAN & LEMON
FLAVOUR
กลิ่นอัญชัน และมะนาว
NET 35 G
START
DAILY BALANCE
GO DIETARY SUPPLEMENT PRODUCT
โก ผลิตภัณฑ์เสริมอาหาร
GO
ANCHAN & LEMON
FLAVOUR
กลิ่นอัญชัน และมะนาว
NET 5 G



V START
AMETHYST PURPLE

► FOR PRINTING
PMS PANTONE VIOLET C
CMYK 85 100 0 0
► FOR WEBSITE
HEX #522E91
RGB 82 46 145

V START
COOL GRAY

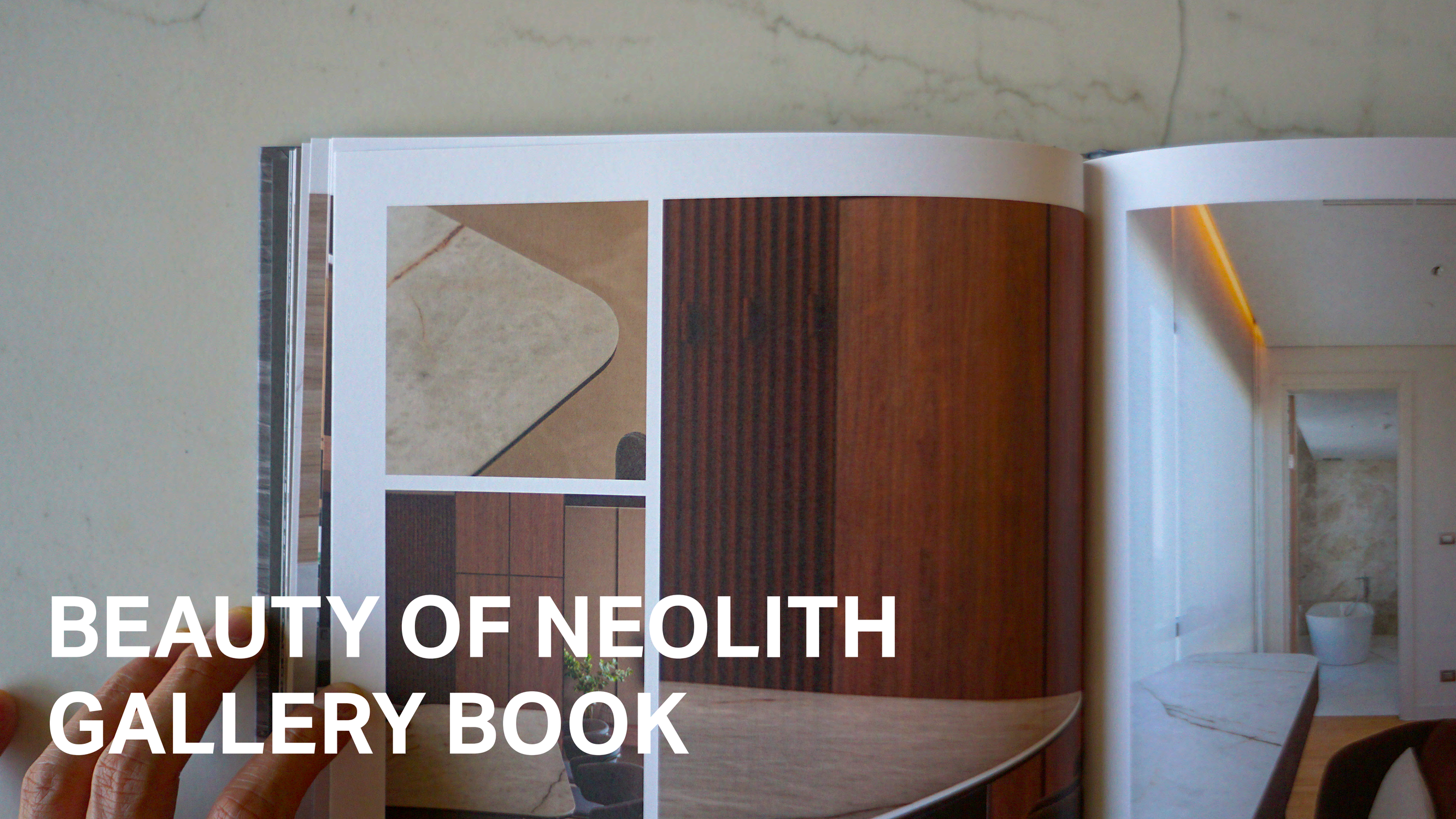
► FOR PRINTING
PMS PANTONE COOL GRAY 11 C
CMYK 0 0 0 85
► FOR WEBSITE
HEX #464649
RGB 77 77 79

V START

V START, the brand of supplementary diet products for urban working women who seek balance and efficiency for their multi-tasking lifestyle. V START is a refreshing pre-workout and post-workout clear whey beverage to maximize the potency of fitness activity while giving a light and invigorating taste of exotic oriental drink. Extracted from high quality ingredient and natural resources, for a bright and lively balance through out the whole day.

BRAND IDENTITY DESIGN / KEY VISUAL / PACKAGING DESIGN

EDITORIAL DESIGN



BEAUTY OF NEOLITH GALLERY BOOK

บริษัท สีพริ้ง เซ็นเตอร์ จำกัด เป็นผู้นำด้าน
วัสดุตกแต่งอาคาร มากว่า 46 ปี

Neolith นวัตกรรมใหม่ ที่มีพร้อมทั้งความ
สวยงาม และ คุณสมบัติ ที่ทำให้สามารถนำไป
ใช้ได้กับงานหลายประเภท ตั้งแต่งานตกแต่ง
ภายในบ้าน เช่น ท็อปครัว พื้น ผนัง ไปจนถึง
พ้นจากภายนอกอาคาร

การก่อร่างสร้างวัสดุนี้จึงเป็นประสบการณ์ที่
น่าตื่นเต้นและเป็นที่น่าพอใจอย่างยิ่งสำหรับเรา
พวกเราภูมิใจกับผลงานที่เราได้สร้างขึ้นด้วย
Neolith

ในหนังสือเล่มนี้เราได้รวบรวม ผลงานที่น่า
ภูมิใจที่ถูกสร้างขึ้นจากNeolithเพื่อให้ผู้อ่าน
ได้เห็นถึงความสามารถของวัสดุนี้ในการสร้าง
ผลงานที่สวยงามและคุ้มค่ากับการใช้งาน

เอก ลิ่วเฉลิมวงศ์
EK Lewchalermwongse

LIVING CENTER
SINCE 1977

บริษัท สีพริ้ง เซ็นเตอร์ จำหน่าย ผลิตภัณฑ์
วัสดุ ตกแต่งภายใน และ ภายนอกอาคาร
เราสรรหาผลิตภัณฑ์และนวัตกรรมที่มีความ
พร้อมทั้งด้านความสวยงาม และการใช้งาน
พร้อมทั้งศึกษาและพัฒนาวิธีการผลิตขึ้นรูป
และการติดตั้งวัสดุใหม่ๆอยู่เสมอ

เรายึดความพึงพอใจของลูกค้าเป็นเป้าหมาย
ความสำเร็จของเรา

NEOLITH

Neolith เป็นแบรนด์หิน Sintered Stone
ชั้นนำของโลกจากประเทศสเปน ผลิตภัณฑ์
วัสดุพื้นผิวที่ผลิตจากวัตถุดิบธรรมชาติ
100% สำหรับงานสถาปัตยกรรม โดยมี
คุณสมบัติทางเทคนิคที่โดดเด่น

ตั้งแต่ก่อตั้งขึ้นในปี 2009 จนถึงปัจจุบัน
Neolithได้ถูกเลือกใช้ในโครงการต่างๆทั้ง
งานภายใน และภายนอกอาคารทั่วโลก ด้วย
รูปลักษณ์พร้อมทั้งดีไซน์ที่โดดเด่นสวยงาม
และคุณสมบัติในการใช้งานที่ดี

BEAUTY of NEOLITH

INDEX


BEAUTY of NEOLITH
Inspiring Projects by Living Center


LIVING CENTER
NEOLITH
BEAUTY of NEOLITH
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Sharp & Modern 26
Cozy Kitchen 38
Dark & Elegant 44
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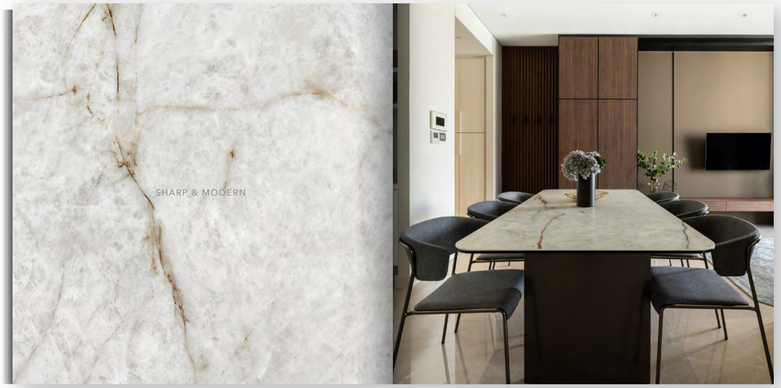
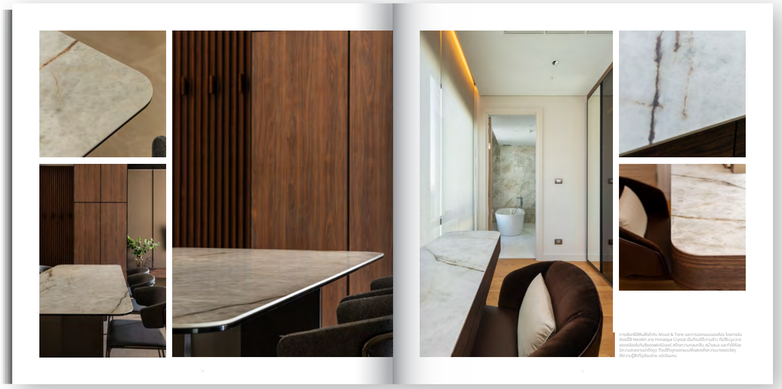
Modern Grey Kitchen 50
Luxurious & Elegant 58
Bright & Harmonious 62
Calacatta Collection 68


SHARP & MODERN



THE EQUITY INITIATIVE HAND BOOK

STRENGTHENING REGIONAL COMMUNITY
Fellows Anchor Regional Efforts in a Global

How Fellows Grow and Grow with

EI has cultivated a living community, well beyond its
regional circles, thematic groups, and cross-border
review tracks how Fellows move fluidly along a conti
contribution, co-creation, and ultimately ownership.

The survey results reveal a strong sense of belonging
towards the EI community.

Q12: How well do each of the following state
community and its mem

The overall high ratings across all six indicators (ranging from 4.12 to 4.62 out of 5) suggest that the Fellowship has succeeded in cultivating a shared identity and embedding this identity deeply within Fellows' professional and personal lives.

The highest-rated statements: "*I identify with the shared values, priorities and goals of the EI community*" (4.62) and "*I see myself continuing to be part of the EI community in the long term and feel hopeful about its future*" (4.62) reflect a deep alignment with EI's mission and optimism

ng" receiving a high
suggests that EI is more
etwork and its emphasis on
erability and authentic
s to have been translated
y safe space where Fellows
id support for their ongoing

ely lower scores for "*I feel I
n contribute to shaping the
*" (4.12) and "*I recognize and
mbols and shared platforms
community's identity*" (4.20)
reas for growth. While
connected to EI's values,
nity to enhance participatory
sibility of the community's
re, for example: by involving
cision-making processes or
symbols and digital spaces
recognizable.

on, Fellows act as
extend EI's reach. They
tive applicants across fields
underrepresented in the EI
as rare disease prevention,
act assessment, and urban
weave EI principles into their
nple, a senior academic
other Fellows in projects to
ity, and a health sector leader
rkshops to spread equity
p even when the work is not
ded initiative.

event happens in their country,
ard as local hosts. They help
map the EI curriculum onto
dfid select sites and partners that
perience. During the event they
that ground the work, guide
voice is heard, and model how
e feedback. In doing so,
l knowledge into shared
the experience for prospective
p the EI curriculum alive where

> *"After I completed the program, I can see more people in Timor Leste becoming interested. This year, many people are applying and many of them are reaching out to me through my WhatsApp, Facebook and even my Instagram to ask me how they can apply."*

EI Fellows turn a learning program into a living, peer-led ecosystem. Many begin by participating in the EI network, joining events, convenings, workshops, webinars, and Annual Forums that keep them current on regional developments and connected across cohorts. These touchpoints build familiarity and trust; as one Fellow noted, "*even informal conversations over meals with visiting Fellows are the minimum but essential glue that keeps the network active.*"

CMB

THE EQUITY INITIATIVE

A DECADE OF

HEALTH EQUITY LEADERSHIP

(2015)—(2025)

Personal Transformation | Collective Action | Community Impact

Findings from the Ten-Year Review
January 2026

GROWING THE PRACTICE OF EQUITY

BUILDING EQUITY FOUNDATIONS – *Knowledge, Lenses, and Frameworks*

The EI Fellowship's Induction Year supplies the intellectual scaffolding and lived experience that change how Fellows see and act on inequity. Its sequencing, from purpose reflection to analytic frameworks, builds confidence and legitimacy, helping Fellows "own" an equity-champion identity.

Three reinforcing learning pathways underpin this journey: structured program content (lectures, guest sessions, self-paced modules, peer practice), field immersions, and reflective and self-directed growth. Together, they produce durable gains in equity competency that extend beyond the Induction Year.

Fellows consistently describe learning to look past symptoms and service gaps to interrogate power, policy, history, and place as root causes of inequity. Pedagogically, hands-on, cross-cultural learning, especially field visit, is frequently cited as transformative.

Survey results show strong and consistent learning gains, indicating that the Induction Year effectively builds a solid foundation in health equity theory, systems thinking, and practical application.

"EI's training and exceptional field activities prompted me to think more deeply about equity in the context of rare diseases, ultimately motivating me to pursue further studies. I now feel I possess the theoretical foundation to articulate and implement equity-driven initiatives more effectively."

92.8% of Fellows reported being better equipped with foundational knowledge of health equity, including issues relevant to Southeast Asia.

88.6% of Fellows said the fellowship improved their ability to critically analyze the root causes of health inequities and clearly articulate these challenges in their contexts.

88% of Fellows felt supported by peers, their home institutions, and the EI network in their equity work and in sustaining momentum beyond the Induction Year.

86% of Fellows said participation improved their understanding of policy and systemic dimensions of health equity and their ability to apply systems thinking to analyze complex health challenges.

APPLYING EQUITY IN PRACTICE – *From Learning to Doing*

When it comes to application, the survey results indicate that Fellows are actively applying the knowledge, frameworks and values gained from the Fellowship in their professional lives.

Fellows have translated the Fellowship's conceptual frameworks into their daily professional contexts, managing to embed equity thinking into decision-making, leadership and institutional processes.

For example, a Fellow restructured their 6-person corporate leadership team to add 7 additional persons with disabilities for community representation, directly applying the concepts of inclusion that they learnt during the Fellowship into concrete organizational reform.

Similarly, another Fellow described using the equity frameworks to better communicate the bigger picture of health outcomes to the Ministry of Indigenous Affairs' government agencies to shape high-level decision making, enabling them to go beyond their typical role as a clinician and surgeon.

Fellows also applied a social determinants of health lens to research on reproductive health among indigenous peoples and communities affected by conflict. Using Group Model Building,a participatory method that engages stakeholders to understand and address complex problems, they helped advance inclusion of a reproductive health section in the Bangsamoro Indigenous Peoples' Code, drafted by the Ministry of Indigenous Peoples' Affairs.

Another Fellow involved with a stunting prevention program through fish harvesting used adaptive leadership principles to pivot their project's strategies when challenges arose, such as switching from fishponds to well-water systems when fish mortality threatened the program.

87.4% of Fellows reported applying equity tools and frameworks in their work and projects.

84% of Fellows reported greater influence on equity-related decision-making and an increased ability to mobilize others.

"Equity lenses became integrated into all of ThaiHealth's work processes. We don't just look at reducing the country's smoking rate by a certain percentage, but we look at gaps between population groups. There's an equity lens governing almost everything."

Fellows have also integrated equity lenses into health policymaking and program design to ensure that interventions can address disparities across population groups rather than focusing solely on aggregate outcomes.

Together, these frameworks helped Fellows transition from seeing health equity as a technical issue to understanding it as a social and political process that requires adaptive leadership, moral courage and systemic insight.

Beyond internal collaboration, the Fellowship played a key role in enabling access to new external networks and institutional partnerships. Fellows reported that connections formed through EI often opened doors to regional or international collaborations that would otherwise have been inaccessible.

The program's credibility and regional identity gave Fellows both legitimacy and confidence to approach partners from government, academia and the private sector.

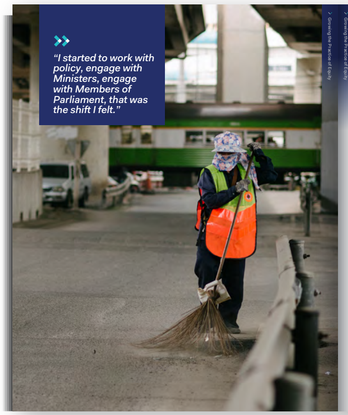
"So, because of this network, it was as simple as reaching out: "by the way, is this something you could help with?" and then being able to make the connection. EI really helps by saying: here's the network. Here are the resource persons you can actually work with."

For example, a Fellow working with a United Nations agency in Indonesia leveraged the network to connect his organization with EI Fellows in Viet Nam for a disability education initiative. Fellows also described how EI connections expanded the scope of their work in areas such as mental and public health protection during COVID-19.

Fellows credited EI for helping them gain access to policymaking spaces and systemic change efforts. Through the Fellowship, they were introduced to policymakers, key institutions and advocacy platforms, creating openings for them to embed equity into wider agendas.

One notable example is a collaboration between Fellows who implemented an oral health project for children along the Thai-Myanmar border, eventually expanding the initiative from three to ten schools due to creative resource mobilization through EI connections. Similarly, two other Fellows had an informal exchange around climate justice that eventually evolved into a multi-country Climate Justice Working Group linked to global platforms such as Community of the Parties meetings, illustrating how EI serves as an accelerator of systems-level influence, transforming individual advocacy into collaborative, cross-border action.

Fellows valued the diverse perspectives in the Induction Year but also saw opportunities to strengthen the curriculum by expanding peer to peer mentorship, deepening regional and contextual learning, and providing more tailored support to sustain long term equity work. EI can deliver this by launching structured mentorship, expanding regional co-teaching and contest labs, offering tailored sector tracks with role specific toolkits and coaching, and pairing the Induction Year with an applied, supervisor endorsed capstone to strengthen post Induction application and sustain impact.



"I started to work with policy, engage with Ministers, engage with Members of Parliament, that was the shift I felt."

FELLOWS IN THE SPOTLIGHT - Short Case Vignette

Beyond Top-Down: A Fellow's Paradigm Shift Towards Community-Owned Development

Gigih Restriffo Chilmi (EI23, Indonesia)

After graduating from Telkom University in 2014 with a background in Information Technology and Entrepreneurship, Gigih Restki Septianto co-founded an IT consulting company that worked with a wide range of clients, from enterprises to government institutions, in developing their digital operations. His commitment to social impact continues through WeCare.id, an online fundraising platform supporting underserved communities in remote areas, which has now evolved into Empower, as part of Amartha, a pioneering microfinance technology ecosystem providing financial access and economic empowerment for women in rural Indonesia.

In 2021, he launched a stunting prevention initiative across 12 villages in Kalimantan and Nusa Tenggara Timur. While the project initially succeeded in providing fishponds and vegetable gardens, Restki observed that the momentum to sustain momentum because it had not meaningfully engaged the community in its planning or decision-making. Without ownership, early gains proved difficult to maintain.

Before joining EI as a Fellow in 2023, Gigih's project style was to lead with his own ideas, expecting communities to simply implement his vision. However, in the Fellowship, he encountered a learning environment that challenged both his leadership skills and worldview. Inspired by a Filipino Fellow who had established the Barangay Village Community, he began to recognize that meaningful progress required listening to, not speaking for, communities.

Site visits to the Soweto Project in South Africa and the Mae Tao Clinic along the Thailand–Myanmar border reshaped how he understood equity as something built on participation, partnership, and trust. In his second year, Gigih reimagined and relaunched the project as GRAMS (Gotong Royong – Ayo Makan Sehat) together with his fellow peers from Indonesia, Philippines and Brunei; he organized root-cause analysis workshops with local health volunteers, enabling community members to identify challenges and co-design solutions. Gotong Royong Desa evolved into Rembug Stunting Desa in 2024, a communal workshop that brought together health workers, teachers, youth, and local leaders in Sintang Regency, West Kalimantan. This workshop led to the creation of the Nanga Dedai Village Team, a multi-stakeholder group dedicated to improving child nutrition and food security.

The group transformed GRAMS' household fishponds into a community-managed pond with a shared harvest and distribution system prioritizing families with stunted children. The participatory process also inspired innovation, such as adopting aquaponics to improve sustainability and lower costs. This model of community-led fish farming both enhanced dietary diversity and created a replicable model for local food security. Recognition soon followed, as the Sintang Regency Government honored GRAMS with a Development Partner Award, citing its alignment with local priorities and its tangible impact on community well-being.

Enablers for a Values-Driven Regional Network—and How EI Can Strengthen It

EI's regional network works best where trust, shared purpose, and light-touch scaffolding meet. Fellows describe a culture of frequent, informal exchange that seeds "micro-collaborations", such as sharing technical advice, co-developing tools, translating materials, and guest facilitating at each other's activities that compound into larger, cross-border efforts. This relational fabric is reinforced by complementary expertise and aligned interests, making collaboration efficient and mutually rewarding.

Dedicated convening spaces, especially the Annual Forum and informal meetups, serve as horizontal sandboxes where Fellows of different seniority learn as peers, while structural supports such as Second-Year Projects, the Community Building Fund, mentorship, and light-touch coordination help ideas move from conversation to pilot with minimal bureaucracy.

"I just don't have the capacity and the time to explore all the possible connections, even the potentially promising ones. Expanding the capacity for collaboration truly requires a lot of investment of time to do exploratory work, which takes away from the actual day-to-day work that I need to do."

Friction sometimes arises when time and capacity are thin after the Induction Year, when geography and logistics inflate the costs of co-design, and when divergent interests or working styles complicate shared delivery. Without ongoing resources for coordination and regular touchpoints, collaborations risk remaining one-off pilots rather than compounding into regional programs.

Emerging practices that appear to strengthen the network optional quarterly cross-cohort "sprints" that move ideas to deliverables, targeted matches around priority themes using simple skills and interests profiles, and small micro-grants that cover the "glue" of collaboration such as part-time coordination, translation, design, and modest travel or visa costs for in-person co-design.

professional well-being" receiving a high average of 4.58. This suggests that EI is more than a professional network and its emphasis on shared learning, vulnerability and authentic relationships appears to have been translated into a psychologically safe space where Fellows can draw strength and support for their ongoing equity work.

That said, the relatively lower scores for *"I feel I have a voice and can contribute to shaping the community's future"* (4.12) and *"I recognize and connect with the symbols and shared platforms that express the EI community's identity"* (4.20) highlight potential areas for growth. While Fellows feel deeply connected to EI's values, there is an opportunity to enhance participatory mechanisms and visibility of the community's identity infrastructure, for example: by involving Fellows more in decision-making processes or making EI's shared symbols and digital spaces more engaging and recognizable.

"After I completed the program, I can see more people in Timor Leste beginning to mention it. They say they're people who applying and mentioning and watching out to me through my WhatsApp, Facebook and even my Instagram to ask me how they can apply."

EI Fellows turn a learning program into a living, peer-led ecosystem. Many begin by participating in the EI network, joining events, convenings, workshops, webinars, and Annual Forums that keep them current on regional developments and connected across cohorts. These touchpoints build familiarity and trust; as one Fellow noted, "even informal conversations over meals with visiting Fellows are the minimum but essential glue that keeps the network active."

Beyond participation, Fellows act as ambassadors who extend EI's reach. They nominate prospective applicants across fields that are currently underrepresented in the EI community, such as rare disease prevention, environmental impact assessment, and urban planning. Others weave EI principles into their day jobs. For example, a senior academic regularly involves other Fellows in projects to broaden EI's visibility, and a health sector leader runs soft skills workshops to spread equity centered leadership even when the work is not tied to an EI branded initiative.

When a learning event happens in their country, Fellows step forward as local hosts. They help read the context, map the EI curriculum onto local realities, and select sites and partners that turn ideas into experience. During the event they open with stories that ground the work, guide dialogue so every voice is heard, and model how to give and receive feedback. In doing so, Fellows turn local knowledge into shared practice, deepen the experience for prospective cohorts, and keep the EI curriculum alive where it matters most.

Fellows' Connections with the Atlantic Fellows Global Community

After the EI Induction Year, Fellows enter the Atlantic Fellows Global Community (AFGC)—a lifelong, cross-program network spanning seven Atlantic Fellows programs across six continents and supported by the Atlantic Institute at Rhodes House, Oxford. The AFGC convenes around shared issues like climate, migration, and displacement, hosts learning labs and workshops in systems thinking, leadership, and collaboration, and sustains connections through the Atlantic Fellows Hub, webinars, online forums, the Fellows-in-Residence program, and access to Oxford's institutional resources, including faculty and library services. In essence, AFGC extends learning, enables cross-border collaboration, and strengthens collective leadership for equity.

I went to South Africa for a Brain Health Conference, went to Chile, where I was a co-organizer and went to Egypt. These engagements led to the idea of theater for brain health, which was an innovation that I wouldn't have done if I hadn't come to EI/AFGC)

Setbacks are evident in the modest overall engagement. Survey scores clustered between 3.39 and 3.43 on items measuring belonging and limited cross-program relationship building. Fellows are more likely to access peer-learning spaces than funding, mentorship, cross-program learning visits, or publishing and speaking opportunities. Time pressures remain the most persistent constraint as mid-career responsibilities grow. Fellows also report uncertainty about where to plug in, occasional confusion about how EI relates to the Atlantic Institute and other Atlantic programs, and a perception that programming and exemplars often center African or Western contexts, leaving fewer entry points tailored to Southeast Asia or China.

Fellows generally see strong alignment between AFGC's mission and their own goals, and when they do participate, the learning feels meaningful and relevant. Benefits include continued access to short courses and expert guidance that keeps practice evidence-informed, tangible opportunities to collaborate on projects and skills, and widening global networks via convenings in places such as the United States, Jordan, and New Zealand where new partnerships form and joint initiatives emerge.

Some Fellows have leveraged governance roles—such as the Global Fellows Advisory Board—to bring Southeast Asian perspectives into decision spaces and to raise EI's visibility within the Atlantic ecosystem, while others have seeded practical communities of practice, including cross-country messaging groups that share resources and incubate project ideas.

Large convenings can feel too brisk for genuine dialogue, and a few Fellows based on personal experience perceived "in-crowd" access to opportunities, which can dampen motivation even when interest in the AFGC's mission is high.

Recommendations center on navigation, relevance, and flexibility. Fellows suggest clear, concise guidance on how to engage, mapping opportunities to specific time commitments and outlining simple steps to access them, so entry does not depend on prior familiarity or informal networks. Regionally grounded content streams and co-hosted sessions led by EI Fellows would bring programming closer to local realities and invite contributions from Southeast Asia and China. Smaller, issue focused groups within larger convenings could create space for deeper exchange, while transparent, published processes for grants, speaking roles, and advisory seats would address perceptions of limited open access. Flexible participation formats such as short asynchronous micro-learning, rotating time zones, and brief high yield digests would fit busy schedules. Finally, a primer that clarifies the distinct roles of EI, the Atlantic Institute, and other Atlantic programs would reduce confusion and help Fellows target opportunities more effectively.

Fellows value the AFGC vision, and when engagement happens it delivers learning, resources, and global reach. The gap is less about motivation and more about visibility, access, and fit. Closing it will require clearer pathways and more regionally resonant offerings, so EI Fellows are well positioned to contribute more fully to the AFGC and to benefit from it more consistently.

STRENGTHENING REGIONAL COMMUNITY, POWERING GLOBAL LEARNING.

Fellows Anchor Regional Efforts in a Global Movement for Health Equity

How Fellows Grow and Grow with the EI Community

EI has cultivated a living community, well beyond an alumni list, where cohort bonds mature into regional circles, thematic groups, and cross-border ties grounded in shared equity values. The 10-year review tracks how Fellows move fluidly along a continuum from communication and collaboration to contribution, co-creation, and ultimately ownership.

The survey results reveal a strong sense of belonging and emotional connection among Fellows towards the EI community.

Q22: How well do each of the following statements represent how you feel about the EI community and your sense of belonging?

The overall high ratings across all six indicators (ranging from 4.12 to 4.62 out of 5) suggest that the Fellowship has succeeded in cultivating a shared identity and embedding this identity deeply within Fellows' professional and personal lives.

The highest-rated statements: *"I identify with the shared values, priorities and goals of the EI community"* (4.62) and *"I see myself continuing to be part of the EI community in the long term and feel hopeful about its future"* (4.62) reflect a deep alignment with EI's mission and optimism about its trajectory. These findings indicate that Fellows are not only ideologically committed to EI's vision of equity but also perceive it as a durable and evolving community they wish to remain part of. Such continuity of engagement is critical for sustaining peer collaboration and cross-country solidarity beyond the formal Fellowship period.

Fellows also view their involvement in the community as personally and professionally meaningful, with *"Being part of the EI community is a meaningful part of my personal and* Yet the project's foundation lay in community leadership. The Sama Sama Badjau Women's Group conducted a door-to-door community profiling, spending three weeks gathering vital data that became the basis for government validation. As one Fellow reflected:

> *"The project really taught me the value of working with community leaders at the grassroots levels. With the Sama Sama Bajau Women's Group, you see how determined and committed women are to transform their communities. They are already empowered, and our main role is to provide space and link them to additional skills, resources and support to reach their goals."*

By July 2025, the team's efforts culminated in a pilot registration event that exceeded expectations. *"We were surprised on the day of the pilot because all the partners were there in full force and resources were given and shared. Even the city health officers who never replied to our emails came with HIV testing and other health services. The venue was small but the energy was huge,"* one Fellow recalled.

For the first time, government agencies and the Sama Bajau women sat side by side, collaborating as equals. The women were no longer seen as passive recipients of aid, but as Ate (elder sisters), respected partners in their community's progress.

The pilot's success has already inspired plans to scale the model to other underserved coastal communities, with a policy research component underway. More than a project, this collaboration stands as a living example of health equity in action, where systems change begins not in institutions, but in trust, co-ownership, and the courage of marginalized women determined to be seen.

FELLOWS COLLABORATE FOR COLLECTIVE IMPACT

BRIDGING LEARNING AND ACTION – *Second-Year Projects*

The Second-Year projects serve as the bridge between Induction Year learning and practical action for health equity. Conceived as collaborative laboratories for applied learning, they give Fellows space to conceptualize, design, and implement initiatives that translate Fellowship learning into practice.

Beyond producing tangible solutions, the Second-Year projects strengthen Fellows' leadership, teamwork, project management, and partnership building, the core competencies needed to lead change in complex systems. By working in small interdisciplinary teams, Fellows practice effective collaboration and learn to engage diverse stakeholders as they tackle equity challenges on the ground.

Throughout the Induction Year, Fellows move through an iterative project cycle from ideation, refinement, and implementation planning, supported by expert coaching, peer feedback, and structured workshops. Project teams develop clear rationales, goals, and timelines. In the first four cohorts, teams presented proposals at the Annual Forum, in later cohorts, projects advanced through coaching, peer review, and program milestones rather than Forum presentations.

> *"The Second-Year project, in particular, pushed me to work closely with Fellows from different cultural and national backgrounds. This experience strengthened my interpersonal and cross-cultural communication skills, helping me lead with greater empathy and understanding. It also taught me to adapt and apply leadership tools in real-world situations, reinforcing a hands-on, reflective approach to leadership that I continue to carry with me."*

Fellows' Second-Year projects translated equity principles into practice across diverse contexts, addressing complex issues socially excluded groups from power and services, including migrants and refugees, Indigenous and ethnic minorities, urban poor populations, women and girls, children, LGBTQI+ individuals, people with disabilities, and other vulnerable groups.

Initiatives spanned maternal, child, and nutrition equity (maternal health, early childhood development, stunting and food security), sexual and reproductive health and adolescent well-being (sexuality education and HIV de-stigmatization), mental health and protection (multi-level interventions, restorative culture, and safeguarding against child sexual abuse).

FELLOWS' PROJECTS DRIVE SYSTEMIC CHANGE

INTER-COUNTRY EQUITY NETWORKS

Communities of Practice that Sustain Collaboration Beyond the Fellowship

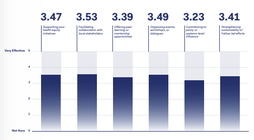
EI's In-Country Equity Networks (ICENs) are the bridge from individual leadership gains to sustained, context-specific action. With light infrastructure and modest funding, they enable Fellows from different cohorts within a country to work together, convening peers, co-designing initiatives, brokering partnerships, engaging policymakers, and sharing knowledge.

This section summarizes what the review found about how ICENs operate in practice: why Fellows choose to participate, what kinds of activities and outputs are most common, and where participation falters. Drawing on desk assessments and interviews, we highlight the features that drive engagement and the frictions that limit it. We also capture Fellows' recommendations to broaden participation and convert more ICEN relationships into durable, policy-linked impact.

Overall, survey findings indicate strong engagement among Fellows in their ICENs. Out of 178 respondents, 143 (79%) reported being currently involved in their ICEN, demonstrating that the majority remain active contributors or participants in their ICEN beyond the Fellowship year.

Participation varies by country. In China, about 33% of Fellows reported "no involvement in ICEN activities, were unaware of them, or selected "none of the above." Thailand shows a similar pattern, with 31% of Fellows indicating limited or no involvement. By contrast, engagement is much higher in Viet Nam (57%) and the Philippines (92%), reflecting vibrant, well-functioning national networks in both contexts.

An independent review commissioned at the ten year mark affirms the program's success in cultivating outstanding leaders and equipping them with the skills to become more effective agents of change. Fellows report that the program has not only sharpened their leadership abilities but also broadened their vision, inspiring them to tackle pressing issues such as climate change, refugee health, maternal and child health, mental health, and data science for health. The review highlights both the remarkable accomplishments of Fellows and areas where the program can evolve further, ensuring its continued relevance and impact.



Q22: Based on your experience, how effective are In-Country Networks in the following areas?

PREFACE

Over the past decade, the Equity Initiative (EI) has become the flagship program of the China Medical Board in the Bangkok office. Conceived to nurture a new generation of leaders committed to advancing equity in health, EI has offered Fellows transformative experiences that combine rigorous leadership training, immersive field visits, and the creation of a lifelong network of changemakers.

Since its inception, the program has selected cohorts of talented mid career professionals already engaged in working with vulnerable populations. Through journeys to places such as post apartheid South Africa and refugee communities along the Thai Myanmar border, Fellows have confronted inequities firsthand, met with local leaders, and reflected on the parallels within their own societies. These experiences have deepened their understanding of the social determinants of health and the systemic barriers that perpetuate exclusion and injustice. More importantly, they have fostered bonds of trust and collaboration among Fellows, creating what many describe as the program's "secret sauce", a protected environment where Fellows can share openly, grow together, and strengthen their capacity to lead.

Looking ahead, the Equity Initiative enters its second decade with renewed ambition. National Committees across eleven countries are being tasked to play a greater role in mentoring and convening Fellows, while new mechanisms such as startup grants will support collaborative projects that address inequities in innovative ways. The next ten years will bring new challenges, including aging populations, climate change, migration, and social exclusion, but also new opportunities to amplify the collective voice of Fellows and to engage governments, civil society, and philanthropy in advancing equity and justice that will ultimately improve health.

This review celebrates the journey of the past decade and sets forth a vision for the future. It is both a record of accomplishment and a call to action: to sustain and expand this vibrant community of leaders, to deepen their impact, and to inspire new generations to build societies where equity is the foundation of better health and wellbeing.

Roger L Glass, MD, PhD
President
CMB Foundation

COMMUNITY EQUITY IN ACTION

US$ **4,497,463**
Awarded to Fellows for Implementing Equity Projects

141 Equity Projects | Completed with Support of the Program and Other Sources

EI Fellows Are Diverse and Dynamic Doers

Community Building Fund Case Study

Islands of Hope: Community Partnership Transforming Palawan's HIV Response

Amina Evangelista Swanepoel (Cohort 2022, Philippines)

Palawan, the largest island province in the Philippines, faces rising HIV cases coupled with persistent stigma, inadequate government leadership and limited access to services across its 23 municipalities. Between 2015 and 2025, 1,268 confirmed HIV cases were reported by the Department of Health, with nearly half concentrated in Puerto Princesa. For many people with HIV (PWH), stigma, limited medicine supply, and the sheer distance between islands delayed access to treatment. Young people, often unaware or afraid to seek help, represented a significant share of new infections.

It was in this challenging environment that Roots of Health (Ugat ng Kalusugan), led by EI Fellow Amina Evangelista Swanepoel, launched *"Building Community Partnerships for HIV Equity in Palawan"* to strengthen local partnerships and make life-saving services truly accessible.

Over two years, the initiative reached more than 2,000 people screened for HIV, distributed 48,000 condoms, and provided sustained care for 108 individuals living with HIV. Yet, its most powerful results can't be captured by numbers alone. Through 14 youth workshops, the project equipped local youth councils to become vocal advocates, sparking new conversations about sexual health in a province long known for its conservatism. Many of these advocates were young women, once hesitant to speak and now leading dialogues.

Amina credits the Equity Initiative Fellowship for sharpening her leadership. Using frameworks learned in fellowship, participants mapped social determinants of health, effective advocacy and network building, Amina and her team forged partnerships with organizations like CoPE, local governments and community health offices.

Together, they expanded HIV services beyond Puerto Princesa to rural municipalities where access had been nearly impossible. Municipalities that once lacked any coordinated HIV strategy now have policies, ordinances, and budget commitments. Both local and provincial governments pledged to sustain condom supplies and integrate HIV education into their health plans.

Amid the policy wins are deeply human stories. One youth advocate, Jap, shared how he worked with Ray, a young man who felt hopeless after his diagnosis. Through months of patient encouragement, which Ray jokingly called "manligaw" ("like a suitor's persistence"), Ray began treatment, regained his confidence, and later became an advocate himself.

These ripple effects of youth mentoring peers, municipalities strengthening systems and people with HIV becoming leaders demonstrate the power of effective and just leadership, partnership, empathy and persistence in advancing health equity.

OUR VISION AND PURPOSE

VISION

"Fairer, Healthier, and More Equitable Southeast Asia and China"

MISSION

- Improve health equity for people inSoutheast Asia and China.
- Build and nurture a strong community of health equity advocates in the region.
- Bring together a diverse group of professionals who are committed to leading change for health equity.
- Empower Fellows with leadership skills and key knowledge of health equity so they can translate their values into action.
- Support Fellows to address health inequities within and beyond national boundaries and to improve health policy and health systems for equity.

OUR CORE VALUES AND BELIEFS

Health equity is not a single final destination, but a process of collectively moving towards greater fairness.

Access to quality healthcare is a fundamental right of every human being. Everyone, regardless of their nationality, gender, or socioeconomic background, should have a fair opportunity to live a long, healthy, and happy life.

Change does not take root without attending to skills, systems, and culture in concert. Social and political determinants affect health and health equity and must be taken into account.

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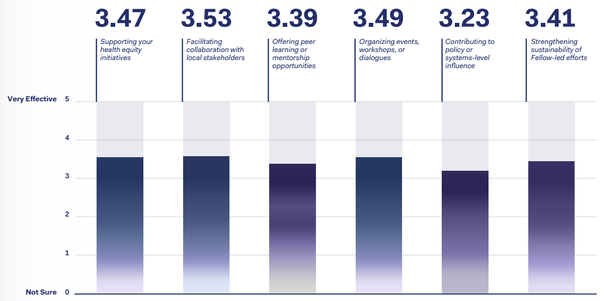

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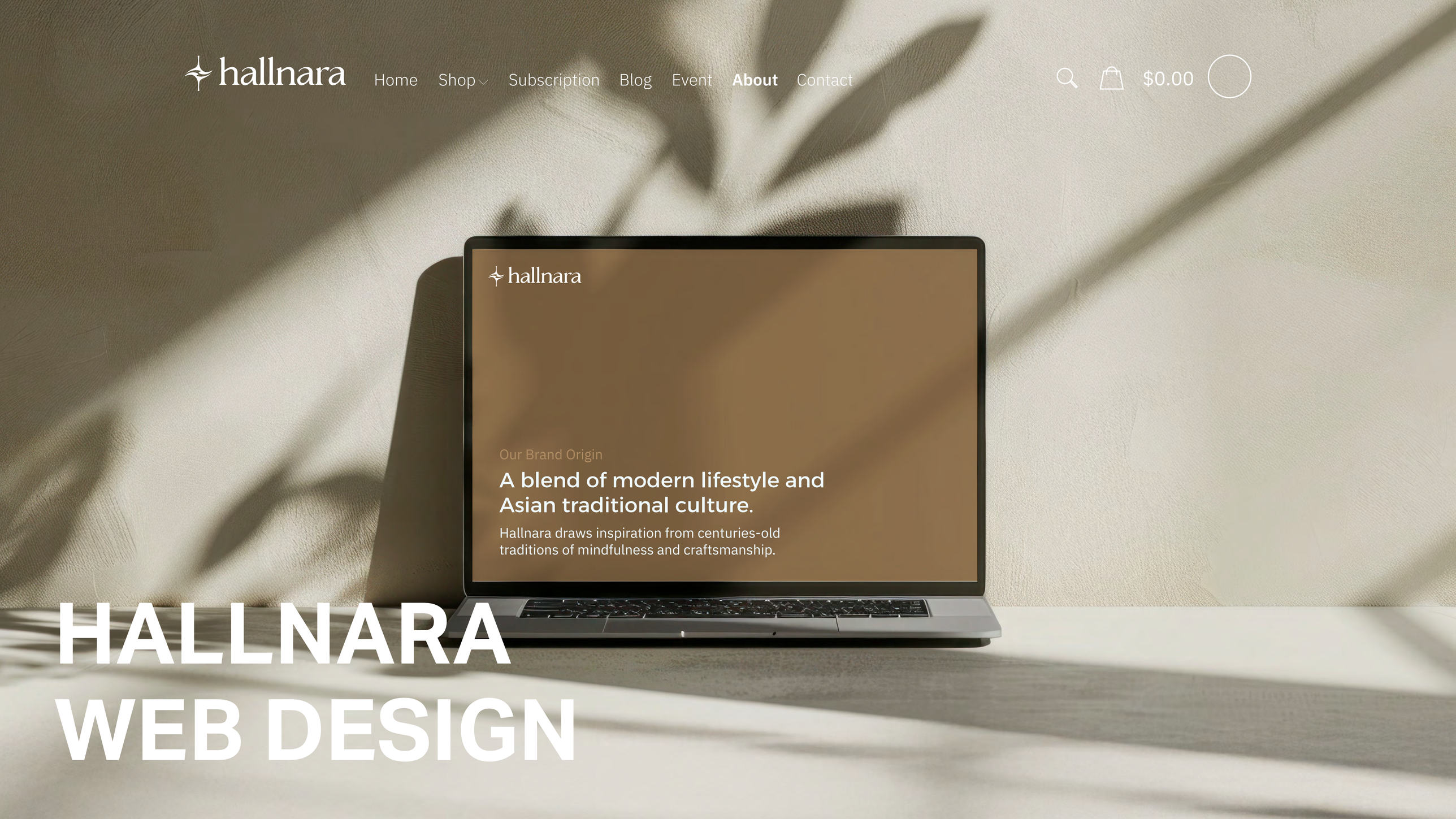
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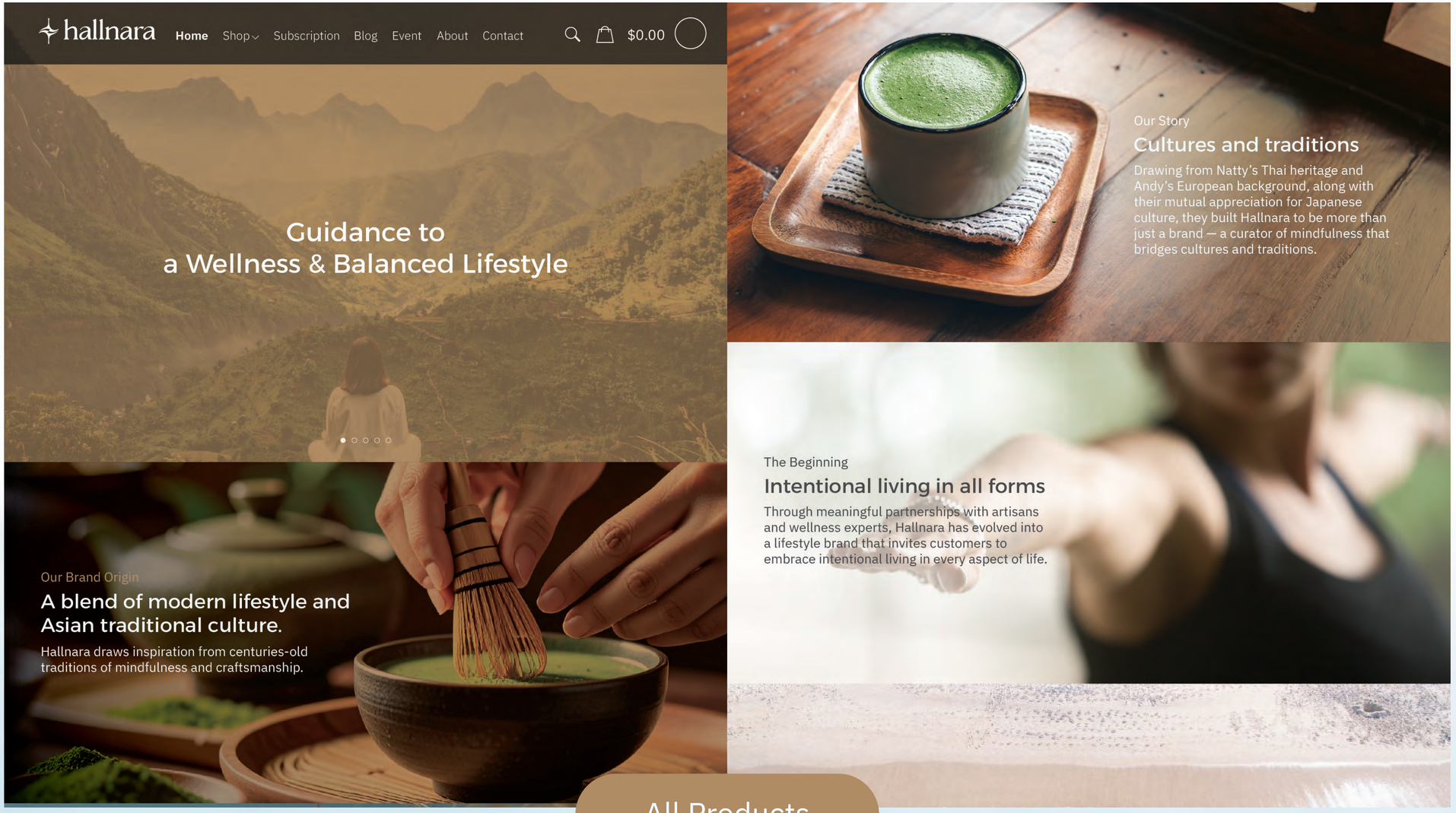

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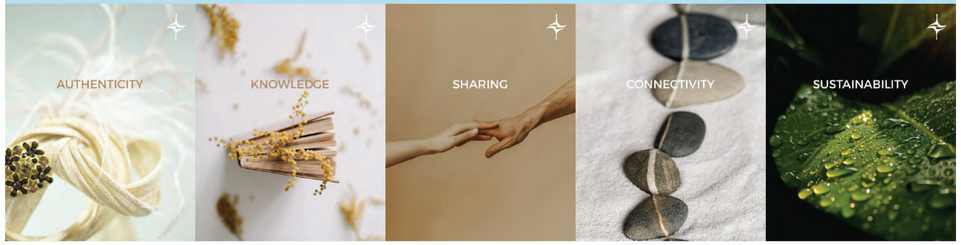
WEB DESIGN & CONSULATION

Hallnara stands for on Five Values



Products

Curated Products Nourish Body and Mind

Our premium products invite moments of pause and presence, nourishing the body while calming the mind through ancient ceremonial practices.

All Products

Experience

Join the community Explore the possibility

Sharing moments. Experience the rituals together, connect within self and community.

Learn More

Our Blog

Expert tips for better health and wellness

View All Bogs

The power of self-care in your wellness journey

Read More →

Understanding the impact of sleep on health

Read More →

Understanding the impact of gut health on immunity

Read More →

Overcoming common fitness challenges

Read More →

hallnara

Restore balance and harmony through a wellness philosophy rooted in Asian heritage

Tel : +971 50 995 5360
Whatsapp : +971 56 173 2463
Mail : Marketing@hallnara.com

Products

Subscription Tea
Ceremonial Tea
Superfood Blend
Mindful Sweetener
Coffee & Cascara Creations
Wellness Drink
Wellness Supplements
Ritual Beauty
Curated Lifestyle

Quick Links

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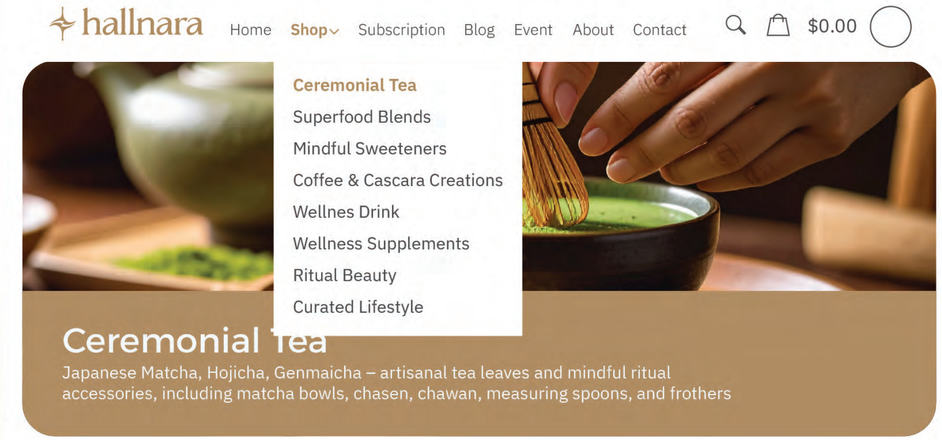
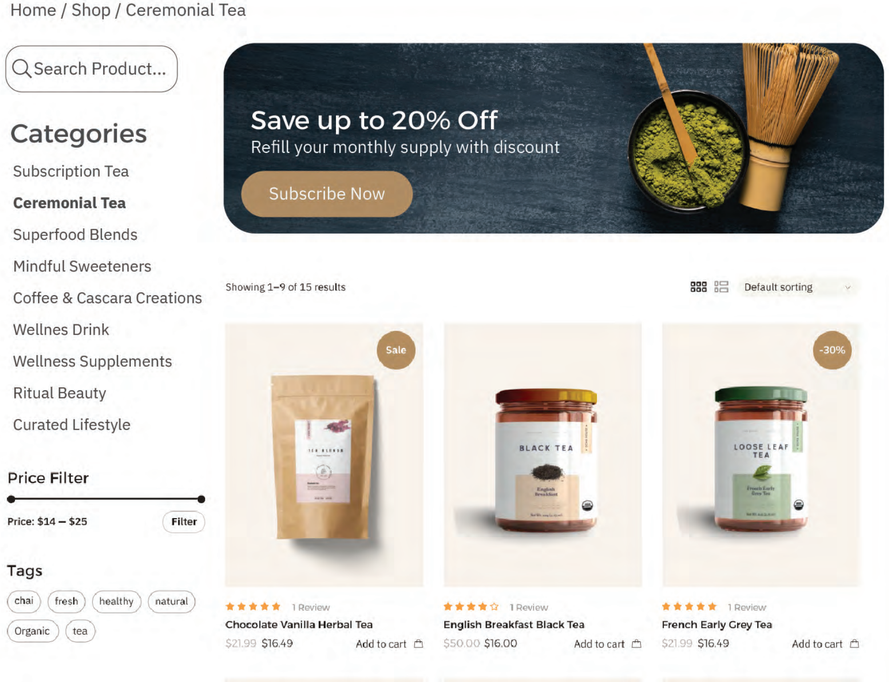
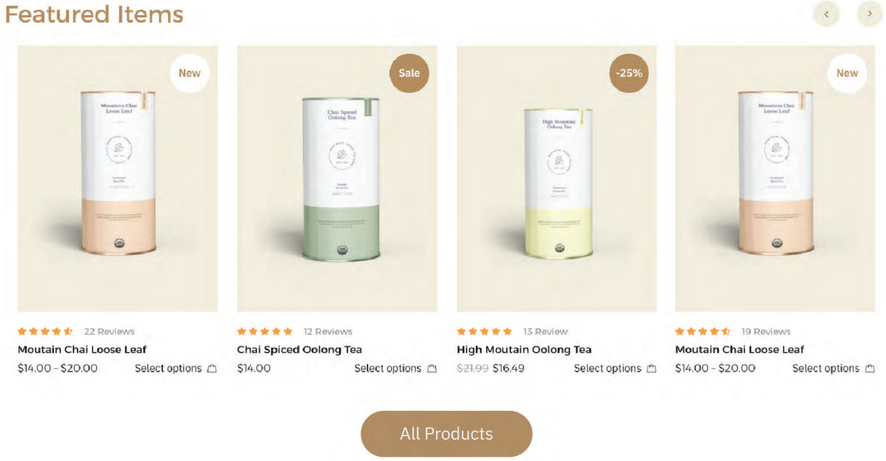
HALLNARA SITE MAP



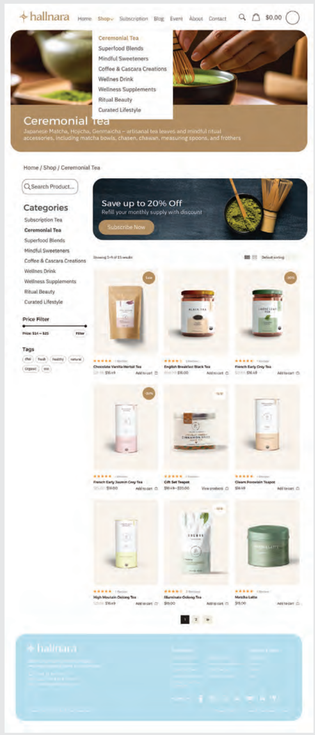


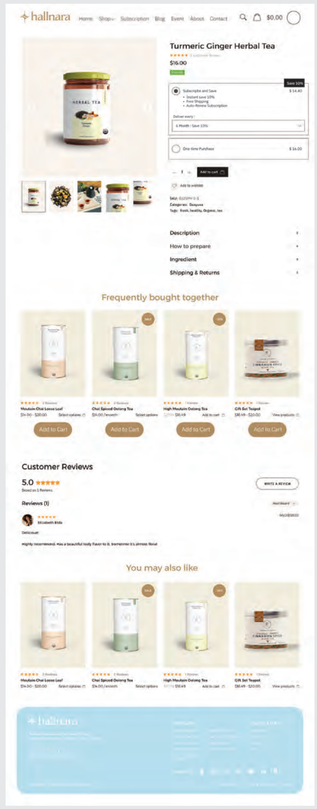


DESIGNED BY ROUND AND NINE

WEB DESIGN & CONSULATION

HALLNARA
SITE MAP





TIL
WEB DESIGN

THAI INTER LAUNDRY
SITE MAP

DESIGNED BY ROUND AND NINE

WEB DESIGN & CONSULATION

Hospitality Solutions

โรงแรมและรีสอร์ท ที่ต้องการความสะอาดมาตรฐานระดับสากล

Healthcare Services

โรงพยาบาล และศูนย์การแพทย์ ที่ให้ความสำคัญกับสุขอนามัย

Sports & Leisure

สนามกอล์ฟ ศูนย์กีฬา ฟิตเนส สปา และสถานบันเทิง ที่ต้องการความรวดเร็วและทนทาน

Commercial Laundry

ธุรกิจซักรีดอุตสาหกรรม ที่ต้องการระบบที่มีประสิทธิภาพสูงและต่อเนื่อง

Industrial Facility

โรงงานอุตสาหกรรม สถานประกอบกิจการผลิตสินค้า แท่นขุดเจาะน้ำมัน

Others

อุตสาหกรรมประเภทอื่นๆ เช่น ร้านซักแห้ง ร้านสะดวกซัก ฯลฯ

โซลูชันครบวงจรเพื่อเพิ่มประสิทธิภาพงานซักรีดของคุณ

Consultation Services

ให้คำปรึกษา วิเคราะห์ความต้องการ และออกแบบระบบซักรีดที่เหมาะสมกับขนาดธุรกิจของคุณ

เลือกอุตสาหกรรมของคุณ

Machine Sourcing

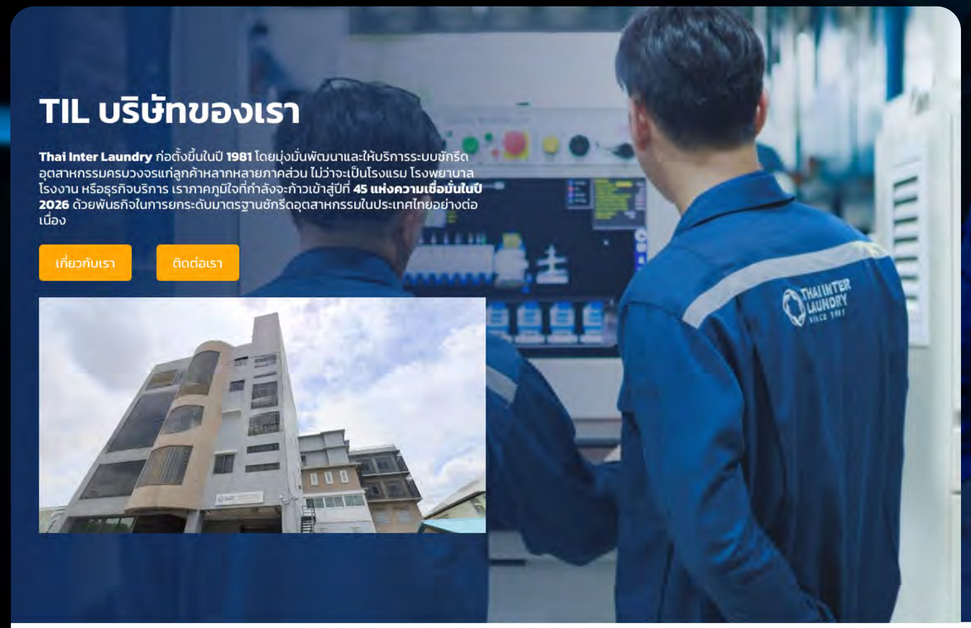
จัดหาเครื่องซัก เครื่องอบ และอุปกรณ์จาก Supplier มาตรฐานสากล ที่มีคุณภาพและความทนทานสูง

ดูสินค้า เครื่องจักร และอุปกรณ์

Support Services

บริการดูแล ซ่อมแซม และบำรุงรักษาอย่างต่อเนื่อง เพื่อให้ระบบของคุณทำงานได้เต็มประสิทธิภาพตลอดเวลา

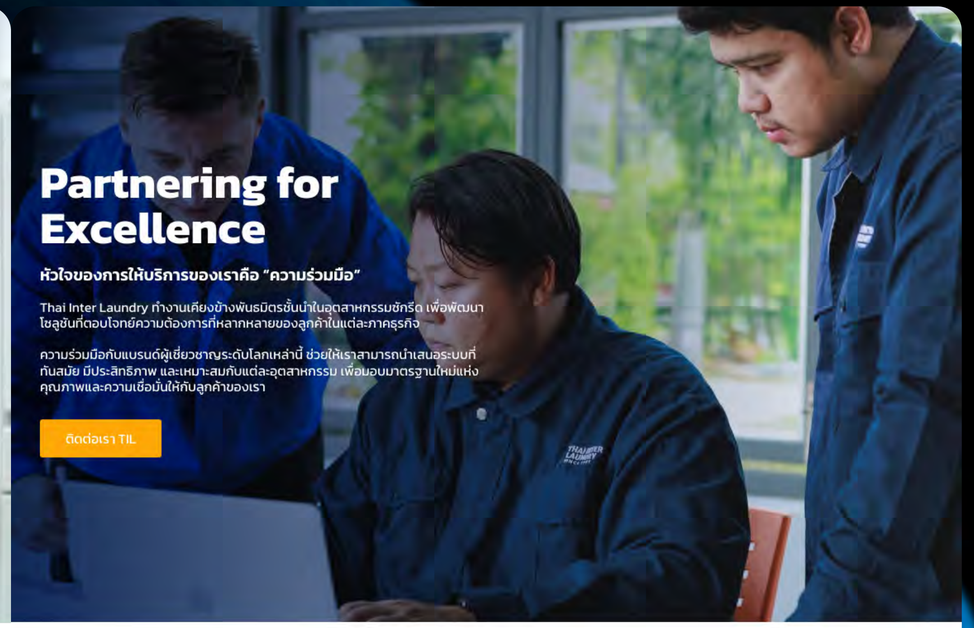
ติดต่อปรึกษา TIL



TIL บริษัทของเรา

Thai Inter Laundry ก่อตั้งขึ้นในปี **1981** โดยมุ่งมั่นพัฒนาและให้บริการระบบซักรีดอุตสาหกรรมครบวงจรแก่ลูกค้าหลากหลายภาคส่วน ไม่ว่าจะเป็นโรงแรม โรงพยาบาล โรงงาน หรือธุรกิจบริการ เราภาคภูมิใจที่กำลังจะก้าวเข้าสู่ปีที่ **45 แห่งความเชื่อมั่นในปี 2026** ด้วยพันธกิจในการยกระดับมาตรฐานซักรีดอุตสาหกรรมในประเทศไทยอย่างต่อเนื่อง

เกี่ยวกับเรา | ติดต่อเรา



Partnering for Excellence

หัวใจของการให้บริการของเราคือ "ความร่วมมือ"

Thai Inter Laundry ทำงานเคียงข้างพันธมิตรชั้นนำในอุตสาหกรรมซักรีด เพื่อพัฒนาโซลูชันที่ตอบโจทย์ความต้องการที่หลากหลายของลูกค้าในแต่ละภาคธุรกิจ

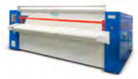
ความร่วมมือกับแบรนด์ผู้เชี่ยวชาญระดับโลกเหล่านี้ ช่วยให้เราสามารถนำเสนอระบบที่ทันสมัย มีประสิทธิภาพ และเหมาะสมกับแต่ละอุตสาหกรรม เพื่อมอบมาตรฐานใหม่แห่งคุณภาพและความเชื่อมั่นให้กับลูกค้าของเรา

ติดต่อเรา TIL

Washer Extractor (85)

Finishing Machine (50)

Tumble Dryer (34)

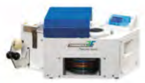


Flatwork Ironer (32)

Folding Machine (20)

Dry Cleaning Machine (13)

Feeding Machine (7)



Others (5)

Spotting Machine (5)

Garment Conveyor (4)

ตัวแทนจำหน่ายเครื่องจักรแบรนด์ชั้นนำทั่วโลก

MILNOR | IPSO | ADC | SEA-LION | WALES | LACO MACHINERY

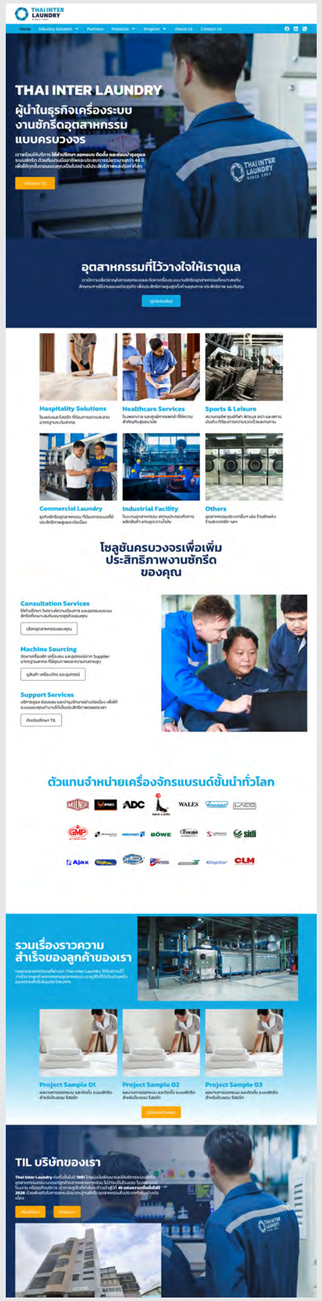
GMP WE KNOW-HOW | CMV Sharper Finish | ROTONDER | BÖWE | REALSTAR Dry Cleaning Solutions | sankosha PRESS AND PROGRESS | sidi

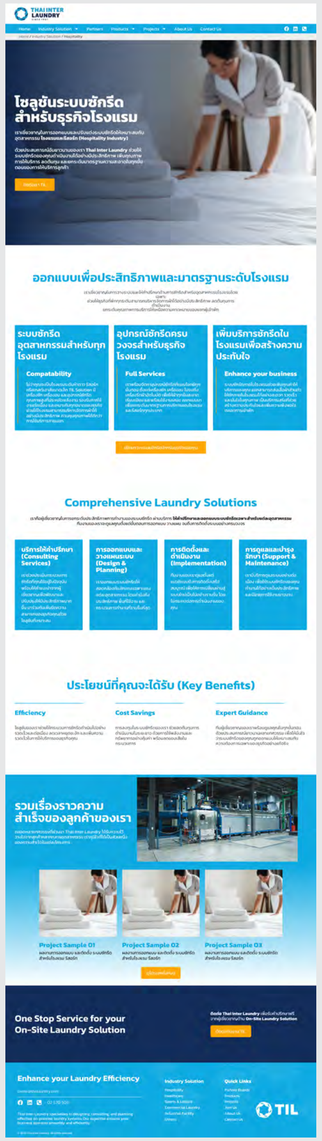
Ajax | POWERLINE | White | Forenta | THERMOTEX | Kingstar | CLM Laundry Factory Equipment Supplier

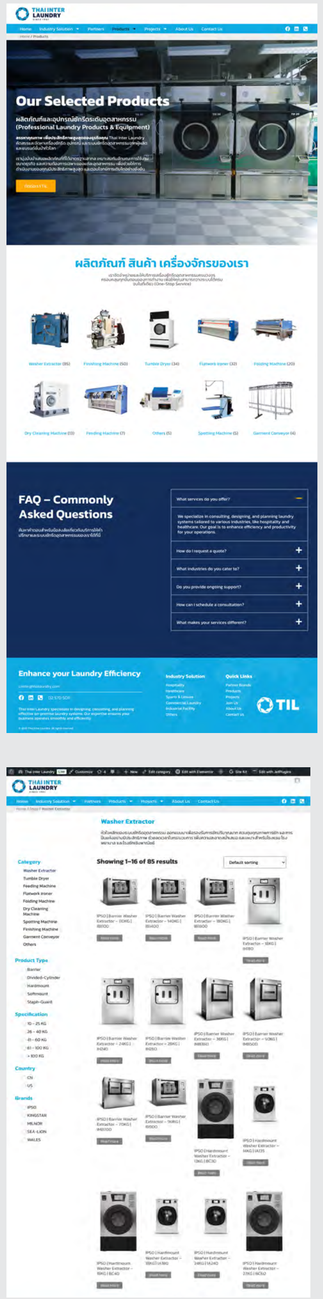
THAI INTER LAUNDRY
SITE MAP

DESIGNED BY ROUND AND NINE

WEB DESIGN & CONSULATION







ONLINE EXPERIENCES

EIC

SOCIAL MEDIA MARCOM


Occura
Published by Ploy · April 16 at 6:00 PM ·
OCCURA | Testimonial
รีวิวประสบการณ์ตัดแว่น ร้านโอคูระ #OCCURAรีวิว
“การเลือกกรอบแว่นก็คือศิลปะอย่างหนึ่ง กรอบแว่นที่ใช่คือกรอบแว่นที่ใส่แล้วมั่นใจ รับกับใบหน้าและบุคลิกที่สุด”
นอกจากกรอบแว่นที่มีเอกลักษณ์ของแบรนด์ OLIVER PEOPLES จะช่วยบาลานซ์ระหว่างลุคผู้บริหารและศิลปินของคุณเนม Getsunova แล้ว การเข้ารับบริการครั้งนี้คุณเนมยังได้เลนส์ที่ครอบคลุมทั้งความคมชัดและความสบายตา บรรเทาอาการดวงตาไวแสงเมื่อออกแดดด้วยเลนส์ Zeiss SmartLife: Single Vision Superb 1.50 Photofusion Brown... See More
OCCURA
OCCURAVISION.COM
Occura รีวิว เลนส์ Zeiss SmartLife บนกรอบแว่น OLIVER PEOPLES ของคุณเนม Getsunova
Learn More


OCCURA x H-FUSION TRUNK SHOW
We cordially invite you
for an Exclusive Preview of
H-fusion New Collection SS19
SAT 25 MAY 2019
HIGH TEA AT 2.00PM
at OCCURA, Rama IX


OCCURA
เริ่มมีอาการทางสายตา ควรปรึกษาใคร ?
จะปรึกษา นักทัศนมาตร หรือ จักษุแพทย์ ดี


การตัดแว่นเป็นงานศิลปะ
ที่ใช้ทั้งศาสตร์และศิลป์
แว่นที่ดีคือแว่นที่ตัดมา
เพื่อคุณโดยเฉพาะ
คลิกเพื่ออ่านบทความเกี่ยวกับ
ร้านแว่นตาโอคูระ โดย THE STANDARD


CiPU x LazMall
MID MONTH
Voucher
ส่วนลดพิเศษ
400.-
เฉพาะ 15 JULY 2023 เท่านั้น

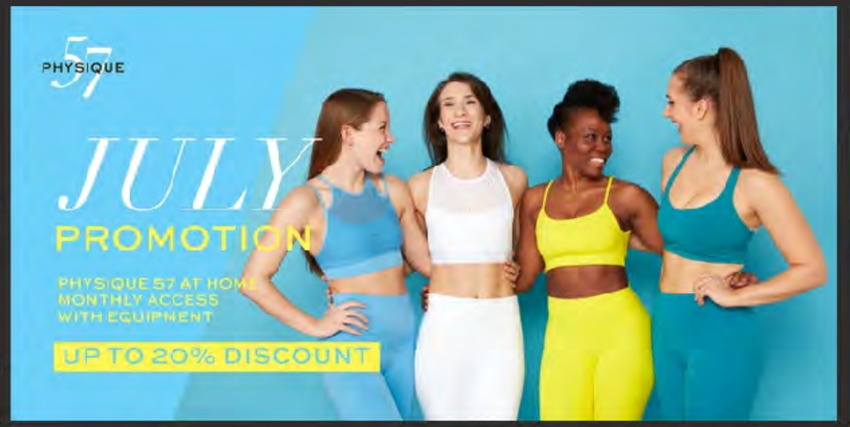

CiPU
ONLINE FESTIVAL
Surprise Deal
AIRY
Backpack
XS
ลด 10% ทุกสี
พร้อมส่งฟรี
24 เม.ย. 64 เท่านั้น


CiPU
ONLINE FESTIVAL
FINAL DAY
แจกโค้ดลด
10%
ทุกรายการ*
วันสุดท้าย


CiPU
MARKET PLACE
Meet us on
LIVE
28
APRIL
2021
ไลฟ์สด โปรพิเศษ ผู้โชคดี
#ปุ๊ปปี๊ปรับโชค 2
8 PM / 2 ทุ่มตรง
32


HAPPY
SONGKRAN
DAY 2021
สวัสดีปีใหม่ไทย 2564
CiPU


STUDIO28
Exclusive & Intimate Live Session
MELLOW MOTIF with TTJC
NOP Poechanni
KOR Nonapol
02.07.17
Venue Studio28 Recordice
Door/Bar Open 4:30 PM
Showtime 6:30 PM
TICKET PRICE 1,000 THB
Exclusive Available Only 200 Tickets


PHYSIQUE 57
JULY PROMOTION
PHYSIQUE 57 AT HOME
MONTHLY ACCESS
WITH EQUIPMENT
UP TO 20% DISCOUNT


PHYSIQUE 57
เท่ไม่คิดชีวิตเปลี่ยน
BARRE CLINIC
Free! CLASS
3 JUNE THURSDAY
LIVE CLASS VIA ZOOM


eic INDUSTRY
ข้อดีของการรู้เรื่องลิขสิทธิ์
และสิทธิบัตรของปากออกแบบ
"ทุกไอเดียมีลิขสิทธิ์"


eic INDUSTRY
รูปแบบการเข้าสังคมในยุคมาตรฐานใหม่
NEW NORMAL OF SOCIALIZING


LYKKE
HAPPY WEDNESDAY
ซื้อครบ 500.-
คูปองส่วนลด 30.-
LINE POINT 80 Points
FREE DELIVERY
My Cup!!


LYKKE
Chill
HAPPY WEDNESDAY
ซื้อครบ 500.-
คูปองส่วนลด 80.-
คูปอง LINE MAN 80.-
LINE POINT 80


CIPU
แจกคู่มือ
จัดกระเป๋า
เที่ยวต่างประเทศ


CIPU
CENTRAL
Baby fair
16-27ก.พ.65
BCC Hall ชั้น 5


CIPU X Shopee Mall
DENIM BLUE
10 ลด off %
See you at 09:00 PM

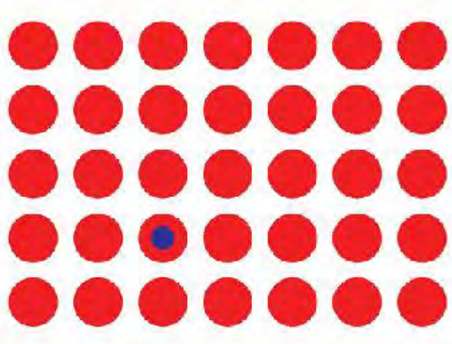

CIPU
SPECIAL DEAL
9.9
SELECTED BAG
ลดพิเศษ 5 off %
ส่วนลดอีก 650.-


OCCURA
POP-UP STORE PROMOTION
กรอบ Ray-Ban พร้อมเลนส์มัลติโค้ต
4,990.-
890.-
1,590.-
1,990.-
5,990.-
Ray-Ban ROUND
วันพุธ 26 ก.ย. 2561 10.30-18.00

Brand Communication Strategy

6 Months Consultation

Brand **Positioning** I Brand Points of **Difference** I **Target** Audiences I **Key Messages**



POP
Points of Parity
Associate

TARGET GROUP

POD
Points of Difference
Differentiate

COMPETITORS

Brand Personality

BRAND ARCHETYPE :
Care Giver, Every Man

คนรุ่นใหม่ที่ใส่ใจในสิ่งที่เลือก ต้องการสินค้า
คุณภาพดีที่เป็นของแท้ และมีต้นตอมาจาก
ท้องถิ่น ไม่ได้ถูกจำลองหรือปรุงแต่งด้วย
สารเคมี รักสุขภาพ เคารพในวิถีชีวิตแต่ละพื้นที่
ท่องเที่ยวเชิงวัฒนธรรม เพื่อเข้าใจวิถีชีวิตมนุษย์
รักความสมดุล ไม่สร้างมลภาวะให้กับสังคม

RESTAURANT REFF
Possible Retail Channel

PATOM
Anothai
Organic Supply
Broccoli Revolution

Target

TARGET #01

ครอบครัวขยาย มีความผูกพันธ์กับอาหารไทย
อาศัยในตัวเมือง รายได้ 30K-40K
ทำอาหารไทยได้ และชอบทานอาหารไทย
รักในสุนทรียภาพจากการรับประทานอาหารไทย
มีระเบียบ เข้ากับคนง่าย เลือกของคุณภาพดี
ดูน่าไว้วางใจ เข้ากับยุคสมัยปัจจุบัน

Pailin Chongchitnant

TARGET #02

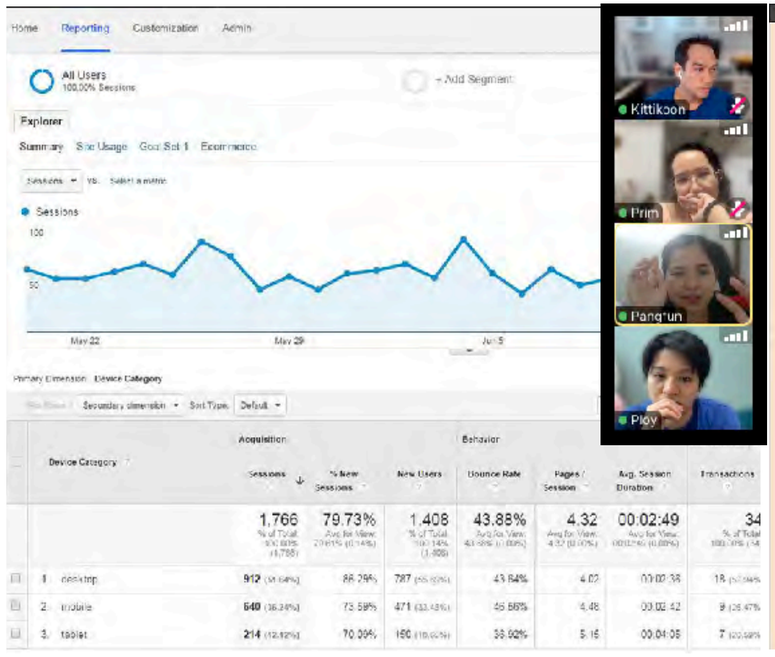
ครอบครัวไทยขนาดใหญ่
มีผู้สูงอายุเป็นผู้นำครอบครัว
ชอบทานอาหารไทย มีระเบียบ
เคารพในพิธีกรรมและความเป็นต้นตำหรับ

หม่อมหลวงขวัญทิพย์ เทวกุล

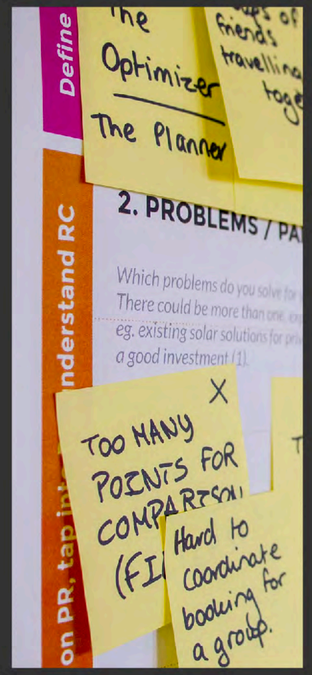
Content Planning

According to Marketing Strategy

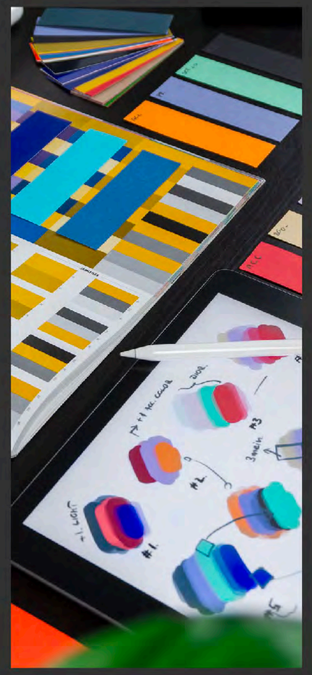
	Date	Status	Objective	Content	Details	FB	Voom	IG	OA
FRI	1		nfo	1 - 3	All Products Portfolio				
SAT	2								
SUN	3		KOL	Sq	Share KOL Review				
MON	4								
TUE	5		nfo	1–3	Product A : Benefits				
WED	6								
THU	7								
FRI	8		Vkt Promo	Sq	Promotion 9.9 : 8-10SEP2023				
SAT	9		Vkt Promo	Sq					
SUN	10		Vkt Promo	Sq	Last Day Promotion				
MON	11								
TUE	12		nfo	1–3	Product B : Benefits				
WED	13								
THU	14								
FRI	15		Vkt Promo	Sq	MID MONTH Promotion				
SAT	16								
SUN	17								
MON	18		Promo	Sq	Bundle Pack Promotion				
TUE	19								
WED	20		nfo	Sq	Product C : Benefits				
THU	21								
FRI	22		KOL	Sq	Share KOL Review				
SAT	23								
SUN	24								
MON	25		Vkt Promo	Sq	PAY DAY Promotion				
TUE	26								
WED	27								
THU	28		KOL	1–3	KOL Bundles				
FRI	29								
SAT	30		nfo	Sq	Product A : Call to Action				



Service	Type	Template
LINE Shop @Commerce	Rich Message Template A	
	Rich Message Template B	
	Rich Message Template C	
	Timeline	

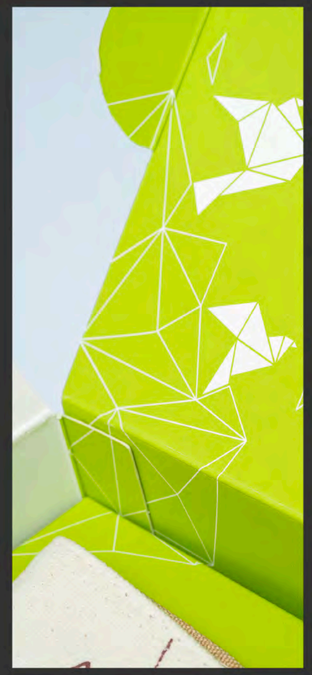


BRANDING

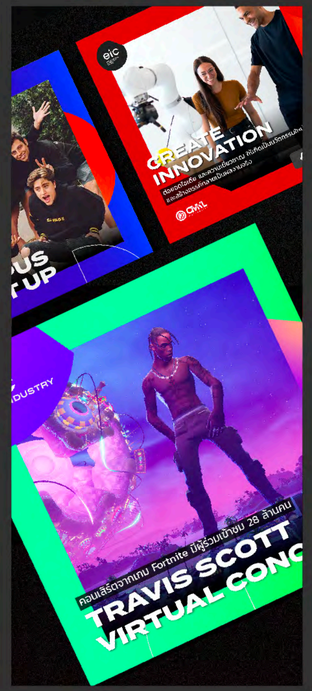


IDENTITY DESIGN

ENVIRONMENTAL DESIGN



PACKAGING DESIGN



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